

BAB V

PENUTUP

Bab ini berisi kesimpulan berdasarkan hasil penelitian yang telah dilakukan dan dipaparkan pada bab sebelumnya, serta perumusan saran dan implikasi bagi pihak minimarket dan supermarket.

5.1 Kesimpulan

Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, maka dapat ditarik kesimpulan sebagai berikut:

1. Pada minimarket Indomaret, nilai fungsional memediasi sepenuhnya pengaruh *PBL* terhadap *retail patronage*, dan nilai psikologis memediasi sepenuhnya pengaruh *PBG* dan *PBL* terhadap *retail patronage*. Namun, nilai fungsional tidak memediasi pengaruh *PBG* terhadap *retail patronage*.
2. Pada minimarket Circle K, nilai fungsional tidak memediasi pengaruh *PBG* terhadap *retail patronage*, namun memediasi sepenuhnya pengaruh *PBL* terhadap *retail patronage*. Sementara itu, nilai psikologis juga tidak memediasi pengaruh *PBG* terhadap *retail patronage*, namun memediasi sepenuhnya pengaruh *PBL* terhadap *retail patronage*.
3. Pada Hero Supermarket, nilai fungsional memediasi sepenuhnya pengaruh *PBG* terhadap *retail patronage*, dan memediasi sebagian pengaruh *PBL* terhadap *retail patronage*. Nilai psikologis juga memediasi sepenuhnya

pengaruh *PBG* terhadap *retail patronage*, dan memediasi sebagian pengaruh *PBL* terhadap *retail patronage*.

4. Pada supermarket Super Indo, nilai fungsional tidak memediasi pengaruh *PBG* terhadap *retail patronage*, namun memediasi sebagian pengaruh *PBL* terhadap *retail patronage*. Sedangkan, nilai psikologis memediasi sebagian pengaruh *PBG* dan *PBL* terhadap *retail patronage*.
5. Secara keseluruhan, pada penelitian ini ditemukan bahwa dalam meningkatkan *retail patronage* konsumen, cara yang paling efektif adalah dengan meningkatkan peran nilai psikologis pada ritel modern. Hal ini berarti untuk meningkatkan *retail patronage*, akan lebih efektif dengan meningkatkan keterikatan emosional merek ritel dengan konsumen, dan meningkatkan nilai sosial yang didapatkan oleh konsumen ketika berbelanja di ritel tersebut.
6. Penelitian pada konsumen Indomaret, Circle K, Hero Supermarket dan Super Indo ini menunjukkan bahwa identitas konsumen tidak memoderasi (memperkuat atau memperlemah) hubungan antara *PBG* dan *PBL* terhadap nilai fungsional dan nilai psikologis.
7. Hasil penelitian ini juga menunjukkan bahwa baik untuk toko ritel minimarket maupun supermarket, konsumen tidak memiliki persepsi yang berbeda pada *retail patronage*, nilai fungsional, nilai psikologis, *PBL* dan *PBG* jika ditinjau dari identitas konsumen. Hal ini berarti, persepsi konsumen dengan *global identity*, *local identity*, maupun *hybrid identity* pada *retail patronage*, nilai fungsional, nilai psikologis, *PBL* dan *PBG* adalah sama.

8. Pada penelitian ini, hasil analisis menunjukkan bahwa konsumen memiliki persepsi yang berbeda pada *retail patronage*, nilai fungsional dan nilai psikologis antara minimarket lokal dan asing. Sementara pada ritel supermarket, hasil analisis menunjukkan bahwa konsumen memiliki persepsi yang berbeda pada *retail patronage*, nilai fungsional, nilai psikologis, *PBL* dan *PBG* antara supermarket lokal dan asing.

5.2 Saran dan Implikasi Manajerial

Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, ditemukan bahwa dalam meningkatkan *retail patronage* konsumen, cara yang paling efektif adalah dengan meningkatkan peran nilai psikologis (nilai emosional dan nilai sosial) pada ritel modern, maka dapat dirumuskan saran dan implikasi manajerial bagi pihak manajemen Indomaret, Circle K, Hero Supermarket dan Super Indo sebagai berikut:

1. Untuk meningkatkan *retail patronage*, pihak manajemen toko ritel harus memastikan agar konsumen mendapatkan pengalaman yang mengesankan ketika berbelanja di toko ritel tersebut. Emosi merupakan faktor yang penting karena pada dasarnya konsumen tidak sekedar membeli produk, namun juga emosi yang diciptakan selama berbelanja di toko ritel tersebut. Merupakan tugas pihak manajemen toko ritel untuk menciptakan dan memperbesar emosi yang positif sehingga konsumen merasa senang selama berbelanja di toko ritel tersebut. Hal ini dapat dilakukan dengan cara:

- a. Memberikan pengalaman positif bagi konsumen melalui semua tampilan toko, tampilan staf, proses kerja, dan kualitas prima produk (produk disimpan dengan baik sehingga tidak ada yang rusak dan tidak menjual produk yang telah kadaluarsa).
 - b. Melatih agar staf bersikap ramah dalam berinteraksi dengan konsumen yang berbelanja di toko ritel tersebut.
2. Meningkatkan nilai sosial yang didapatkan konsumen ketika berbelanja di ritel tersebut, dengan cara membuat konsumen merasa bangga ketika berbelanja di toko ritel tersebut. Kepuasan ini bukan semata-mata karena kualitas produk tersebut, tetapi nilai sosial yang membuat konsumen menjadi puas terhadap ketika berbelanja di suatu toko ritel sehingga dapat meningkatkan *retail patronage* toko ritel tersebut.

5.3 Keterbatasan Penelitian

Penulis menyadari terdapat beberapa keterbatasan dalam penelitian ini. Keterbatasan tersebut menyebabkan adanya kelemahan dari hasil penelitian yang dilakukan. Keterbatasan tersebut antara lain adalah jumlah sampel yang digunakan hanya sebanyak 125 orang. Hal ini tidak representatif dari jumlah populasi yang sesungguhnya. Berdasarkan hal tersebut, maka hasil penelitian ini tidak dapat digeneralisasikan secara umum terhadap konsumen ritel modern yang digunakan dalam penelitian ini, yaitu Indomaret, Circle K, Hero Supermarket serta Super Indo. Selain itu, variabel yang digunakan untuk memprediksi *retail patronage* hanya terbatas pada *PBG*, *PBL*, nilai fungsional, nilai psikologis dan

identitas konsumen. Penulis menyarankan pada penelitian berikutnya untuk menambahkan *brand positioning* dan *brand name* sebagai variabel independen dalam memoderasi hubungan antara *PBG* dan *PBL* terhadap nilai fungsional dan nilai psikologis. Berkaitan dengan statistik uji yang digunakan, akan lebih baik jika menggunakan analisis *Structural Modelling Equation (SEM)*.

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LAMPIRAN I

Kuesioner

SURAT PENGANTAR KUESIONER

Kepada Yth.

Bapak/Ibu/Saudara/i

Di Tempat.

Dengan Hormat,

Saya yang bertanda tangan dibawah ini:

Nama : Silvia Sandra

NIM : 100318633

Fakulas / Prodi : Ekonomi Manajemen

Sehubungan dengan yang saya lakukan untuk memenuhi tugas akhir di Fakultas Ekonomi Universitas Atma Jaya Yogyakarta, saya memohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi kuesioner yang terlampir mengenai “**Peran Nilai Fungsional dan Nilai Psikologis dalam Memediasi Pengaruh *Perceived Brand Globalness* dan *Perceived Brand Localness* Terhadap *Retail Patronage*”**”.

Data dari kuesioner ini akan saya gunakan sebagai data penelitian tugas akhir skripsi. Saya berharap Bapak/Ibu/Saudara/i bersedia untuk mengisi kuesioner ini dengan benar dan lengkap sesuai dengan penilaian Anda.

Atas perhatian dan kerjasamanya, saya ucapkan terima kasih.

Hormat Saya,

Silvia Sandra

Berilah tanda silang (X) sesuai dengan pilihan Anda.

- ## BAGIAN II

BAGIAN II

BAGIAN IV

MINIMARKET: INDOMARET

NO.	PERNYATAAN	STS	TS	ATS	N	AS	S	SS
	RETAIL PATRONAGE							
1	Saya senang berbelanja di Indomaret kapan saja.	1	2	3	4	5	6	7
2	Saya akan mengunjungi Indomaret pada kegiatan berbelanja berikutnya.	1	2	3	4	5	6	7
3	Saya akan sering berbelanja di Indomaret dalam beberapa bulan ke depan.	1	2	3	4	5	6	7
4	Saya akan lebih sering berbelanja di Indomaret dibandingkan dengan pengecer lain.	1	2	3	4	5	6	7

	NILAI FUNGSIONAL (KUALITAS)							
5	Indomaret menawarkan kualitas pelayanan yang konsisten.	1	2	3	4	5	6	7
6	Indomaret menjual produk yang dibuat dengan baik.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (HARGA)							
7	Indomaret menjual produk dengan harga yang masuk akal.	1	2	3	4	5	6	7
8	Indomaret menjual produk yang bagus sesuai dengan harga yang ditawarkan.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI EMOSIONAL)							
9	Berbelanja di Indomaret adalah kegiatan yang akan saya nikmati.	1	2	3	4	5	6	7
10	Berbelanja di Indomaret akan membuat saya merasa senang.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI SOSIAL)							
11	Mengunjungi Indomaret membantu saya merasa diterima.	1	2	3	4	5	6	7
12	Berbelanja di Indomaret akan meningkatkan persepsi orang lain terhadap saya.	1	2	3	4	5	6	7
	PERCEIVED BRAND GLOBALNESS							
13	Bagi saya, Indomaret adalah merek ritel global.	1	2	3	4	5	6	7
14	Menurut saya, konsumen di luar negeri juga berbelanja di Indomaret.	1	2	3	4	5	6	7
15	Indomaret tersebar di berbagai negara.	1	2	3	4	5	6	7
	PERCEIVED BRAND LOCALNESS							
16	Saya mengasosiasikan Indomaret dengan sesuatu yang "Indonesia".	1	2	3	4	5	6	7
17	Bagi saya, Indomaret merefleksikan tentang "Indonesia."	1	2	3	4	5	6	7
18	Bagi saya, Indomaret merupakan simbol yang sangat bagus dari "Indonesia".	1	2	3	4	5	6	7

MINIMARKET: CIRCLE K

NO.	PERNYATAAN	STS	TS	ATS	N	AS	S	SS
	RETAIL PATRONAGE							
1	Saya senang berbelanja di Circle K kapan saja.	1	2	3	4	5	6	7
2	Saya akan mengunjungi Circle K pada kegiatan berbelanja berikutnya.	1	2	3	4	5	6	7
3	Saya akan sering berbelanja di Circle K dalam beberapa bulan ke depan.	1	2	3	4	5	6	7
4	Saya akan lebih sering berbelanja di Circle K dibandingkan dengan pengecer lain.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (KUALITAS)							
5	Circle K menawarkan kualitas pelayanan yang konsisten.	1	2	3	4	5	6	7
6	Circle K menjual produk yang dibuat dengan baik.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (HARGA)							
7	Circle K menjual produk dengan harga yang masuk akal.	1	2	3	4	5	6	7
8	Circle K menjual produk yang bagus sesuai dengan harga yang ditawarkan.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI EMOSIONAL)							
9	Berbelanja di Circle K adalah kegiatan yang akan saya nikmati.	1	2	3	4	5	6	7
10	Berbelanja di Circle K akan membuat saya merasa senang.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI SOSIAL)							
11	Mengunjungi Circle K membantu saya merasa diterima.	1	2	3	4	5	6	7
12	Berbelanja di Circle K akan meningkatkan persepsi orang lain terhadap saya.	1	2	3	4	5	6	7
	PERCEIVED BRAND GLOBALNESS							
13	Bagi saya, Circle K adalah merek ritel global.	1	2	3	4	5	6	7
14	Menurut saya, konsumen di luar negeri juga berbelanja di Circle K.	1	2	3	4	5	6	7
15	Circle K tersebar di berbagai negara.	1	2	3	4	5	6	7
	PERCEIVED BRAND LOCALNESS							
16	Saya mengasosiasikan Circle K dengan sesuatu yang "Indonesia".	1	2	3	4	5	6	7
17	Bagi saya, Circle K merefleksikan tentang "Indonesia."	1	2	3	4	5	6	7
18	Bagi saya, Circle K merupakan simbol yang sangat bagus dari "Indonesia".	1	2	3	4	5	6	7

SUPERMARKET: HERO

NO.	PERNYATAAN	STS	TS	ATS	N	AS	S	SS
	RETAIL PATRONAGE							
1	Saya senang berbelanja di Hero kapan saja.	1	2	3	4	5	6	7
2	Saya akan mengunjungi Hero pada kegiatan berbelanja berikutnya.	1	2	3	4	5	6	7
3	Saya akan sering berbelanja di Hero dalam beberapa bulan ke depan.	1	2	3	4	5	6	7
4	Saya akan lebih sering berbelanja di Hero dibandingkan dengan pengecer lain.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (KUALITAS)							
5	Hero menawarkan kualitas pelayanan yang konsisten.	1	2	3	4	5	6	7
6	Hero menjual produk yang dibuat dengan baik.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (HARGA)							
7	Hero menjual produk dengan harga yang masuk akal.	1	2	3	4	5	6	7
8	Hero menjual produk yang bagus sesuai dengan harga yang ditawarkan.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI EMOSIONAL)							
9	Berbelanja di Hero adalah kegiatan yang akan saya nikmati.	1	2	3	4	5	6	7
10	Berbelanja di Hero akan membuat saya merasa senang.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI SOSIAL)							
11	Mengunjungi Hero membantu saya merasa diterima.	1	2	3	4	5	6	7
12	Berbelanja di Hero akan meningkatkan persepsi orang lain terhadap saya.	1	2	3	4	5	6	7
	PERCEIVED BRAND GLOBALNESS							
13	Bagi saya, Hero adalah merek ritel global.	1	2	3	4	5	6	7
14	Menurut saya, konsumen di luar negeri juga berbelanja di Hero.	1	2	3	4	5	6	7
15	Hero tersebar di berbagai negara.	1	2	3	4	5	6	7
	PERCEIVED BRAND LOCALNESS							
16	Saya mengasosiasikan Hero dengan sesuatu yang "Indonesia".	1	2	3	4	5	6	7
17	Bagi saya, Hero merefleksikan tentang "Indonesia."	1	2	3	4	5	6	7
18	Bagi saya, Hero merupakan simbol yang sangat bagus dari "Indonesia".	1	2	3	4	5	6	7

SUPERMARKET: SUPER INDO

NO.	PERNYATAAN	STS	TS	ATS	N	AS	S	SS
	RETAIL PATRONAGE							
1	Saya senang berbelanja di Super Indo kapan saja.	1	2	3	4	5	6	7
2	Saya akan mengunjungi Super Indo pada kegiatan berbelanja berikutnya.	1	2	3	4	5	6	7
3	Saya akan sering berbelanja di Super Indo dalam beberapa bulan ke depan.	1	2	3	4	5	6	7
4	Saya akan lebih sering berbelanja di Super Indo dibandingkan dengan pengecer lain.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (KUALITAS)							
5	Super Indo menawarkan kualitas pelayanan yang konsisten.	1	2	3	4	5	6	7
6	Super Indo menjual produk yang dibuat dengan baik.	1	2	3	4	5	6	7
	NILAI FUNGSIONAL (HARGA)							
7	Super Indo menjual produk dengan harga yang masuk akal.	1	2	3	4	5	6	7
8	Super Indo menjual produk yang bagus sesuai dengan harga yang ditawarkan.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI EMOSIONAL)							
9	Berbelanja di Super Indo adalah kegiatan yang akan saya nikmati.	1	2	3	4	5	6	7
10	Berbelanja di Super Indo akan membuat saya merasa senang.	1	2	3	4	5	6	7
	NILAI PSIKOLOGIS (NILAI SOSIAL)							
11	Mengunjungi Super Indo membantu saya merasa diterima.	1	2	3	4	5	6	7
12	Berbelanja di Super Indo akan meningkatkan persepsi orang lain terhadap saya.	1	2	3	4	5	6	7

	<i>PERCEIVED BRAND GLOBALNESS</i>							
13	Bagi saya, Super Indo adalah merek ritel global.	1	2	3	4	5	6	7
14	Menurut saya, konsumen di luar negeri juga berbelanja di Super Indo.	1	2	3	4	5	6	7
15	Super Indo tersebar di berbagai negara.	1	2	3	4	5	6	7
	<i>PERCEIVED BRAND LOCALNESS</i>							
16	Saya mengasosiasikan Super Indo dengan sesuatu yang "Indonesia".	1	2	3	4	5	6	7
17	Bagi saya, Super Indo merefleksikan tentang "Indonesia."	1	2	3	4	5	6	7
18	Bagi saya, Super Indo merupakan simbol yang sangat bagus dari "Indonesia".	1	2	3	4	5	6	7

LAMPIRAN II

Reliabilitas dan Validitas

Identitas Konsumen: Local Identity

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,574	7

Item Statistics

	Mean	Std. Deviation	N
LI1	6,2800	,88536	125
LI2	5,6640	1,13553	125
LI3	6,1760	1,01651	125
LI4	4,6880	1,62846	125
LI5	5,8480	1,05537	125
LI6	3,8000	1,47013	125
LI7	5,5760	1,10179	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LI1	31,7520	17,333	,279	,545
LI2	32,3680	15,525	,376	,508
LI3	31,8560	16,011	,385	,509
LI4	33,3440	15,453	,162	,610
LI5	32,1840	16,232	,333	,525
LI6	34,2320	14,825	,282	,545
LI7	32,4560	15,750	,367	,512

Identitas Konsumen: Local Identity (LI4 Dihapus)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,610	6

Item Statistics

	Mean	Std. Deviation	N
LI1	6,2800	,88536	125
LI2	5,6640	1,13553	125
LI3	6,1760	1,01651	125
LI5	5,8480	1,05537	125
LI6	3,8000	1,47013	125
LI7	5,5760	1,10179	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LI1	27,0640	12,447	,356	,566
LI2	27,6800	10,429	,509	,494
LI3	27,1680	11,254	,464	,521
LI5	27,4960	11,881	,338	,568
LI6	29,5440	11,524	,177	,661
LI7	27,7680	11,873	,312	,578

Identitas Konsumen: Global Identity

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,733	3

Item Statistics

	Mean	Std. Deviation	N
GI1	6,0560	1,14514	125
GI2	5,6400	1,18730	125
GI3	5,9040	1,01142	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GI1	11,5440	3,347	,636	,546
GI2	11,9600	3,394	,576	,624
GI3	11,6960	4,326	,469	,742

Retail Patronage (Indomaret)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,874	4

Item Statistics

	Mean	Std. Deviation	N
RP1_INDOMARET	5,3760	1,23565	125
RP2_INDOMARET	4,9360	1,30597	125
RP3_INDOMARET	4,7120	1,48550	125
RP4_INDOMARET	4,4320	1,71960	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1_INDOMARET	14,0800	15,881	,708	,851
RP2_INDOMARET	14,5200	14,977	,761	,830
RP3_INDOMARET	14,7440	13,482	,797	,811
RP4_INDOMARET	15,0240	12,814	,699	,863

Nilai Fungsional (Indomaret)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,829	4

Item Statistics

	Mean	Std. Deviation	N
NFK1_INDOMARET	5,0720	1,32699	125
NFK2_INDOMARET	5,3520	1,04152	125
NFH1_INDOMARET	4,6480	1,48246	125
NFH2_INDOMARET	4,7040	1,39136	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NFK1_INDOMARET	14,7040	11,210	,618	,802
NFK2_INDOMARET	14,4240	12,778	,618	,808
NFH1_INDOMARET	15,1280	9,758	,703	,765
NFH2_INDOMARET	15,0720	10,164	,718	,756

Nilai Psikologis (Indomaret)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,865	4

Item Statistics

	Mean	Std. Deviation	N
NPE1_INDOMARET	4,6720	1,42996	125
NPE2_INDOMARET	4,5520	1,42249	125
NPS1_INDOMARET	4,4960	1,51138	125
NPS2_INDOMARET	4,0560	1,56733	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NPE1_INDOMARET	13,1040	15,094	,716	,828
NPE2_INDOMARET	13,2240	14,546	,786	,800
NPS1_INDOMARET	13,2800	14,574	,714	,828
NPS2_INDOMARET	13,7200	14,784	,652	,855

Perceived Brand Globalness (Indomaret)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,740	3

Item Statistics

	Mean	Std. Deviation	N
PBG1_INDOMARET	3,9360	1,62513	125
PBG2_INDOMARET	4,1600	1,57296	125
PBG3_INDOMARET	3,4800	1,65393	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBG1_INDOMARET	7,6400	7,829	,554	,669
PBG2_INDOMARET	7,4160	7,358	,665	,539
PBG3_INDOMARET	8,0960	8,168	,487	,748

Perceived Brand Localness (Indomaret)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,875	3

Item Statistics

	Mean	Std. Deviation	N
PBL1_INDOMARET	5,0240	1,34082	125
PBL2_INDOMARET	4,7360	1,48185	125
PBL3_INDOMARET	4,4720	1,48420	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBL1_INDOMARET	9,2080	7,811	,702	,874
PBL2_INDOMARET	9,4960	6,429	,831	,756
PBL3_INDOMARET	9,7600	6,829	,753	,830

Retail Patronage (Circle K)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,910	4

Item Statistics

	Mean	Std. Deviation	N
RP1_CIRCLEK	4,0800	1,58928	125
RP2_CIRCLEK	3,7600	1,45025	125
RP3_CIRCLEK	3,6880	1,41658	125
RP4_CIRCLEK	3,4800	1,48433	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1_CIRCLEK	10,9280	15,954	,736	,906
RP2_CIRCLEK	11,2480	15,430	,904	,845
RP3_CIRCLEK	11,3200	16,187	,845	,867
RP4_CIRCLEK	11,5280	16,929	,712	,912

Nilai Fungsional (Circle K)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,786	4

Item Statistics

	Mean	Std. Deviation	N
NFK1_CIRCLEK	4,6880	1,31625	125
NFK2_CIRCLEK	4,8880	1,15853	125
NFH1_CIRCLEK	3,6080	1,41931	125
NFH2_CIRCLEK	3,8400	1,43347	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NFK1_CIRCLEK	12,3360	10,822	,561	,750
NFK2_CIRCLEK	12,1360	11,506	,581	,744
NFH1_CIRCLEK	13,4160	9,874	,619	,721
NFH2_CIRCLEK	13,1840	9,764	,624	,718

Nilai Psikologis (Circle K)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,912	4

Item Statistics

	Mean	Std. Deviation	N
NPE1_CIRCLEK	3,7200	1,36547	125
NPE2_CIRCLEK	3,8080	1,45744	125
NPS1_CIRCLEK	3,9680	1,45877	125
NPS2_CIRCLEK	3,8400	1,49946	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NPE1_CIRCLEK	11,6160	15,738	,820	,880
NPE2_CIRCLEK	11,5280	15,364	,787	,891
NPS1_CIRCLEK	11,3680	15,396	,783	,892
NPS2_CIRCLEK	11,4960	14,833	,814	,881

Perceived Brand Globalness (Circle K)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,886	3

Item Statistics

	Mean	Std. Deviation	N
PBG1_CIRCLEK	4,9280	1,29001	125
PBG2_CIRCLEK	4,9760	1,32874	125
PBG3_CIRCLEK	4,7200	1,36547	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBG1_CIRCLEK	9,6960	6,358	,754	,858
PBG2_CIRCLEK	9,6480	5,891	,818	,802
PBG3_CIRCLEK	9,9040	5,975	,763	,852

Perceived Brand Localness (Circle K)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,956	3

Item Statistics

	Mean	Std. Deviation	N
PBL1_CIRCLEK	3,4640	1,40589	125
PBL2_CIRCLEK	3,3600	1,47233	125
PBL3_CIRCLEK	3,2560	1,38485	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBL1_CIRCLEK	6,6160	7,690	,902	,937
PBL2_CIRCLEK	6,7200	7,187	,931	,916
PBL3_CIRCLEK	6,8240	7,888	,887	,949

Retail Patronage (Hero Supermarket)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,927	4

Item Statistics

	Mean	Std. Deviation	N
RP1_HERO	4,0080	1,45633	125
RP2_HERO	3,8320	1,33039	125
RP3_HERO	3,7360	1,30843	125
RP4_HERO	3,5120	1,32358	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1_HERO	11,0800	13,494	,796	,918
RP2_HERO	11,2560	13,547	,900	,882
RP3_HERO	11,3520	13,762	,892	,885
RP4_HERO	11,5760	14,811	,743	,933

Nilai Fungsional (Hero Supermarket)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,927	4

Item Statistics

	Mean	Std. Deviation	N
NFK1_HERO	4,5840	1,30868	125
NFK2_HERO	4,7040	1,21830	125
NFH1_HERO	4,6000	1,19137	125
NFH2_HERO	4,6400	1,19407	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NFK1_HERO	13,9440	10,940	,827	,906
NFK2_HERO	13,8240	11,420	,839	,901
NFH1_HERO	13,9280	11,696	,822	,907
NFH2_HERO	13,8880	11,616	,832	,904

Nilai Psikologis (Hero Supermarket)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,908	4

Item Statistics

	Mean	Std. Deviation	N
NPE1_HERO	4,3200	1,28641	125
NPE2_HERO	4,3200	1,31738	125
NPS1_HERO	4,0400	1,38773	125
NPS2_HERO	3,9600	1,38773	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NPE1_HERO	12,3200	13,574	,790	,883
NPE2_HERO	12,3200	12,994	,841	,864
NPS1_HERO	12,6000	12,871	,795	,880
NPS2_HERO	12,6800	13,235	,748	,898

Perceived Brand Globalness (Hero Supermarket)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,917	3

Item Statistics

	Mean	Std. Deviation	N
PBG1_HERO	4,6240	1,37174	125
PBG2_HERO	4,4880	1,38899	125
PBG3_HERO	4,3760	1,37761	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBG1_HERO	8,8640	6,877	,824	,887
PBG2_HERO	9,0000	6,887	,805	,902
PBG3_HERO	9,1120	6,633	,868	,851

Perceived Brand Localness (Hero Supermarket)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,957	3

Item Statistics

	Mean	Std. Deviation	N
PBL1_HERO	3,4880	1,34174	125
PBL2_HERO	3,4720	1,28625	125
PBL3_HERO	3,4480	1,34678	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBL1_HERO	6,9200	6,735	,866	,970
PBL2_HERO	6,9360	6,625	,949	,909
PBL3_HERO	6,9600	6,474	,916	,933

Retail Patronage (Super Indo)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	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
RP1_SUPERINDO	5,0240	1,27294	125
RP2_SUPERINDO	4,7840	1,24164	125
RP3_SUPERINDO	4,6960	1,23278	125
RP4_SUPERINDO	4,4000	1,38541	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RP1_SUPERINDO	13,8800	12,784	,766	,916
RP2_SUPERINDO	14,1200	12,139	,890	,875
RP3_SUPERINDO	14,2080	12,150	,897	,873
RP4_SUPERINDO	14,5040	12,284	,739	,928

Nilai Fungsional (Super Indo)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,856	4

Item Statistics

	Mean	Std. Deviation	N
NFK1_SUPERINDO	5,2480	1,13348	125
NFK2_SUPERINDO	5,2960	1,09267	125
NFH1_SUPERINDO	5,0400	1,00322	125
NFH2_SUPERINDO	5,0800	1,00483	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NFK1_SUPERINDO	15,4160	7,035	,703	,816
NFK2_SUPERINDO	15,3680	7,363	,673	,828
NFH1_SUPERINDO	15,6240	7,559	,722	,808
NFH2_SUPERINDO	15,5840	7,632	,704	,815

Nilai Psikologis (Super Indo)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,886	4

Item Statistics

	Mean	Std. Deviation	N
NPE1_SUPERINDO	4,9280	1,18578	125
NPE2_SUPERINDO	4,8720	1,19796	125
NPS1_SUPERINDO	4,5120	1,27391	125
NPS2_SUPERINDO	4,4400	1,45025	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NPE1_SUPERINDO	13,8240	12,291	,709	,870
NPE2_SUPERINDO	13,8800	11,897	,757	,853
NPS1_SUPERINDO	14,2400	11,152	,801	,835
NPS2_SUPERINDO	14,3120	10,410	,756	,857

Perceived Brand Globalness (Super Indo)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,866	3

Item Statistics

	Mean	Std. Deviation	N
PBG1_SUPERINDO	4,0320	1,45877	125
PBG2_SUPERINDO	4,1760	1,41458	125
PBG3_SUPERINDO	3,8080	1,38364	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBG1_SUPERINDO	7,9840	6,629	,739	,819
PBG2_SUPERINDO	7,8400	6,635	,778	,782
PBG3_SUPERINDO	8,2080	7,085	,720	,834

Perceived Brand Localness (Super Indo)

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded ^a	0	,0
	Total	125	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,950	3

Item Statistics

	Mean	Std. Deviation	N
PBL1_SUPERINDO	4,7840	1,35946	125
PBL2_SUPERINDO	4,6800	1,45136	125
PBL3_SUPERINDO	4,7120	1,41316	125

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PBL1_SUPERINDO	9,3920	7,853	,859	,955
PBL2_SUPERINDO	9,4960	7,042	,921	,908
PBL3_SUPERINDO	9,4640	7,299	,910	,916

LAMPIRAN III

Regresi

Pengaruh PBG Terhadap Retail Patronage (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,193 ^a	,037	,030	4,86398

a. Predictors: (Constant), PBG_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,035	1	113,035	4,778	,031 ^b
	Residual	2909,973	123	23,658		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBG_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,649	1,356		12,280	,000
	PBG_Indomaret	,242	,111	,193	2,186	,031

a. Dependent Variable: RP_Indomaret

Pengaruh PBG Terhadap Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Indomaret ^b	.	Enter

a. Dependent Variable: NF_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,144 ^a	,021	,013	4,26962

a. Predictors: (Constant), PBG_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,480	1	47,480	2,605	,109 ^b
	Residual	2242,248	123	18,230		
	Total	2289,728	124			

a. Dependent Variable: NF_Indomaret

b. Predictors: (Constant), PBG_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,957	1,190		15,088	,000
	PBG_Indomaret	,157	,097	,144	1,614	,109

a. Dependent Variable: NF_Indomaret

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Indomaret , NF_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,657 ^a	,431	,422	3,75471

a. Predictors: (Constant), PBG_Indomaret, NF_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1303,069	2	651,534	46,215	,000 ^b
	Residual	1719,939	122	14,098		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBG_Indomaret, NF_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,567	1,767		2,019	,046
	NF_Indomaret	,729	,079	,634	9,188	,000
	PBG_Indomaret	,128	,087	,102	1,479	,142

a. Dependent Variable: RP_Indomaret

Pengaruh PBG Terhadap Nilai Psikologis (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Indomaret ^b	.	Enter

a. Dependent Variable: NP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,243 ^a	,059	,052	4,87861

a. Predictors: (Constant), PBG_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184,225	1	184,225	7,740	,006 ^b
	Residual	2927,503	123	23,801		
	Total	3111,728	124			

a. Dependent Variable: NP_Indomaret

b. Predictors: (Constant), PBG_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,193	1,360		10,436	,000
	PBG_Indomaret	,310	,111	,243	2,782	,006

a. Dependent Variable: NP_Indomaret

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Psikologis(Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Indomaret , NP_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,615 ^a	,378	,368	3,92675

a. Predictors: (Constant), PBG_Indomaret, NP_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1141,841	2	570,920	37,026	,000 ^b
	Residual	1881,167	122	15,419		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBG_Indomaret, NP_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,236	1,503		5,479	,000
	NP_Indomaret	,593	,073	,601	8,168	,000
	PBG_Indomaret	,059	,092	,047	,639	,524

a. Dependent Variable: RP_Indomaret

Pengaruh PBL Terhadap Retail Patronage (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,369 ^a	,136	,129	4,60728

a. Predictors: (Constant), PBL_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	412,083	1	412,083	19,413	,000 ^b
	Residual	2610,925	123	21,227		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBL_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,729	1,581		8,049	,000
	PBL_Indomaret	,473	,107	,369	4,406	,000

a. Dependent Variable: RP_Indomaret

Pengaruh PBL Terhadap Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Indomaret ⁰	.	Enter

a. Dependent Variable: NF_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,468 ^a	,219	,213	3,81207

a. Predictors: (Constant), PBL_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	502,311	1	502,311	34,566	,000 ^b
	Residual	1787,417	123	14,532		
	Total	2289,728	124			

a. Dependent Variable: NF_Indomaret

b. Predictors: (Constant), PBL_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,349	1,309		9,437	,000
	PBL_Indomaret	,522	,089	,468	5,879	,000

a. Dependent Variable: NF_Indomaret

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Indomaret, NF_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,653 ^a	,426	,417	3,77028

a. Predictors: (Constant), PBL_Indomaret, NF_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1288,772	2	644,386	45,331	,000 ^b
	Residual	1734,236	122	14,215		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBL_Indomaret, NF_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,080	1,699		2,401	,018
	NF_Indomaret	,700	,089	,610	7,853	,000
	PBL_Indomaret	,107	,099	,084	1,079	,283

a. Dependent Variable: RP_Indomaret

Pengaruh PBL Terhadap Nilai Psikologis (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Indomaret ^b	.	Enter

a. Dependent Variable: NP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,574 ^a	,330	,324	4,11803

a. Predictors: (Constant), PBL_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1025,873	1	1025,873	60,494	,000 ^b
	Residual	2085,855	123	16,958		
	Total	3111,728	124			

a. Dependent Variable: NP_Indomaret

b. Predictors: (Constant), PBL_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,161	1,414		5,066	,000
	PBL_Indomaret	,746	,096	,574	7,778	,000

a. Dependent Variable: NP_Indomaret

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Psikologis(Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Indomaret, NP_Indomaret ^b	.	Enter

a. Dependent Variable: RP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,613 ^a	,376	,366	3,93191

a. Predictors: (Constant), PBL_Indomaret, NP_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1136,901	2	568,451	36,769	,000 ^b
	Residual	1886,107	122	15,460		
	Total	3023,008	124			

a. Dependent Variable: RP_Indomaret

b. Predictors: (Constant), PBL_Indomaret, NP_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,507	1,484		5,733	,000
	NP_Indomaret	,589	,086	,598	6,847	,000
	PBL_Indomaret	,033	,112	,026	,295	,768

a. Dependent Variable: RP_Indomaret

Pengaruh PBG Terhadap Retail Patronage (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_CircleK ^b	.	Enter

a. Dependent Variable: RP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,103 ^a	,011	,002	5,26889

a. Predictors: (Constant), PBG_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36,369	1	36,369	1,310	,255 ^b
	Residual	3414,623	123	27,761		
	Total	3450,992	124			

a. Dependent Variable: RP_CircleK

b. Predictors: (Constant), PBG_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,416	1,469		9,134	,000
	PBG_CircleK	,138	,120	,103	1,145	,255

a. Dependent Variable: RP_CircleK

Pengaruh PBG Terhadap Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_CircleK ^b	.	Enter

a. Dependent Variable: NF_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,083 ^a	,007	-,001	4,17506

a. Predictors: (Constant), PBG_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,904	1	14,904	,855	,357 ^b
	Residual	2144,024	123	17,431		
	Total	2158,928	124			

a. Dependent Variable: NF_CircleK

b. Predictors: (Constant), PBG_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,005	1,164		13,752	,000
	PBG_CircleK	,088	,095	,083	,925	,357

a. Dependent Variable: NF_CircleK

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_CircleK, NF_CircleK ^b	.	Enter

a. Dependent Variable: RP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,575 ^a	,331	,320	4,35170

a. Predictors: (Constant), PBG_CircleK, NF_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1140,638	2	570,319	30,116	,000 ^b
	Residual	2310,354	122	18,937		
	Total	3450,992	124			

a. Dependent Variable: RP_CircleK

b. Predictors: (Constant), PBG_CircleK, NF_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,930	1,932		,999	,320
	NF_CircleK	,718	,094	,568	7,636	,000
	PBG_CircleK	,074	,100	,055	,747	,457

a. Dependent Variable: RP_CircleK

Pengaruh PBL Terhadap Retail Patronage (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_CircleK ^b	.	Enter

a. Dependent Variable: RP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,165 ^a	,027	,019	5,22444

a. Predictors: (Constant), PBL_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93,730	1	93,730	3,434	,066 ^b
	Residual	3357,262	123	27,295		
	Total	3450,992	124			

a. Dependent Variable: RP_CircleK

b. Predictors: (Constant), PBL_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,800	1,793		6,580	,000
	PBL_CircleK	,225	,122	,165	1,853	,066

a. Dependent Variable: RP_CircleK

Pengaruh PBL Terhadap Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_CircleK ^b	.	Enter

a. Dependent Variable: NF_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,302 ^a	,091	,084	3,99413

a. Predictors: (Constant), PBL_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196,701	1	196,701	12,330	,001 ^b
	Residual	1962,227	123	15,953		
	Total	2158,928	124			

a. Dependent Variable: NF_CircleK

b. Predictors: (Constant), PBL_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,376	1,371		9,027	,000
	PBL_CircleK	,327	,093	,302	3,511	,001

a. Dependent Variable: NF_CircleK

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_CircleK, NF_CircleK ^b	.	Enter

a. Dependent Variable: RP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,572 ^a	,328	,317	4,36141

a. Predictors: (Constant), PBL_CircleK, NF_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130,322	2	565,161	29,711	,000 ^b
	Residual	2320,670	122	19,022		
	Total	3450,992	124			

a. Dependent Variable: RP_CircleK

b. Predictors: (Constant), PBL_CircleK, NF_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,804	1,930		1,453	,149
	NF_CircleK	,727	,098	,575	7,382	,000
	PBL_CircleK	-,012	,107	-,009	-,112	,911

a. Dependent Variable: RP_CircleK

Pengaruh PBL Terhadap Nilai Psikologis (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_CircleK ^b	.	Enter

a. Dependent Variable: NP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,412 ^a	,170	,163	4,70780

a. Predictors: (Constant), PBL_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557,789	1	557,789	25,167	,000 ^b
	Residual	2726,099	123	22,163		
	Total	3283,888	124			

a. Dependent Variable: NP_CircleK

b. Predictors: (Constant), PBL_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,509	1,616		4,647	,000
	PBL_CircleK	,550	,110	,412	5,017	,000

a. Dependent Variable: NP_CircleK

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Psikologis (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_CircleK, NP_CircleK ^b	.	Enter

a. Dependent Variable: RP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564 ^a	,318	,306	4,39349

a. Predictors: (Constant), PBL_CircleK, NP_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1096,060	2	548,030	28,391	,000 ^b
	Residual	2354,932	122	19,303		
	Total	3450,992	124			

a. Dependent Variable: RP_CircleK

b. Predictors: (Constant), PBL_CircleK, NP_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,246	1,635		4,432	,000
	NP_CircleK	,606	,084	,592	7,206	,000
	PBL_CircleK	-,108	,112	-,079	-,962	,338

a. Dependent Variable: RP_CircleK

Pengaruh PBG Terhadap Retail Patronage (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,403 ^a	,163	,156	4,51302

- a. Predictors: (Constant), PBG_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	486,852	1	486,852	23,904	,000 ^b
	Residual	2505,180	123	20,367		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBG_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,114	1,482		5,474	,000
	PBG_Hero	,517	,106	,403	4,889	,000

- a. Dependent Variable: RP_Hero

Pengaruh PBG Terhadap Nilai Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,452 ^a	,205	,198	3,98625

- a. Predictors: (Constant), PBG_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	502,655	1	502,655	31,633	,000 ^b
	Residual	1954,497	123	15,890		
	Total	2457,152	124			

- a. Dependent Variable: NF_Hero
b. Predictors: (Constant), PBG_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,442	1,309		8,739	,000
	PBG_Hero	,525	,093	,452	5,624	,000

- a. Dependent Variable: NF_Hero

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Hero, NF_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,622 ^a	,386	,376	3,87950

- a. Predictors: (Constant), PBG_Hero, NF_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1155,871	2	577,936	38,400	,000 ^b
	Residual	1836,161	122	15,050		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBG_Hero, NF_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,420	1,622		,875	,383
	NF_Hero	,585	,088	,530	6,667	,000
	PBG_Hero	,210	,102	,164	2,057	,042

- a. Dependent Variable: RP_Hero

Pengaruh PBG Terhadap Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,633 ^a	,401	,396	3,70427

- a. Predictors: (Constant), PBG_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1129,039	1	1129,039	82,282	,000 ^b
	Residual	1687,761	123	13,722		
	Total	2816,800	124			

- a. Dependent Variable: NP_Hero
b. Predictors: (Constant), PBG_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,020	1,217		4,948	,000
	PBG_Hero	,787	,087	,633	9,071	,000

- a. Dependent Variable: NP_Hero

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_Hero, NP_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662 ^a	,438	,429	3,71174

- a. Predictors: (Constant), PBG_Hero, NP_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1311,234	2	655,617	47,588	,000 ^b
	Residual	1680,798	122	13,777		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBG_Hero, NP_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,907	1,335		2,926	,004
	NP_Hero	,699	,090	,678	7,735	,000
	PBG_Hero	-,033	,112	-,026	-,296	,768

- a. Dependent Variable: RP_Hero

Pengaruh PBL Terhadap Retail Patronage (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,387 ^a	,150	,143	4,54701

- a. Predictors: (Constant), PBL_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448,968	1	448,968	21,715	,000 ^b
	Residual	2543,064	123	20,675		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBL_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,899	1,185		8,350	,000
	PBL_Hero	,499	,107	,387	4,660	,000

- a. Dependent Variable: RP_Hero

Pengaruh PBL Terhadap Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,234 ^a	,055	,047	4,34591

- a. Predictors: (Constant), PBL_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134,058	1	134,058	7,098	,009 ^b
	Residual	2323,094	123	18,887		
	Total	2457,152	124			

- a. Dependent Variable: NF_Hero
b. Predictors: (Constant), PBL_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,692	1,133		13,850	,000
	PBL_Hero	,272	,102	,234	2,664	,009

- a. Dependent Variable: NF_Hero

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Hero, NF_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,655 ^a	,429	,420	3,74160

- a. Predictors: (Constant), PBL_Hero, NF_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1284,086	2	642,043	45,862	,000 ^b
	Residual	1707,946	122	14,000		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBL_Hero, NF_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,490	1,561		,314	,754
	NF_Hero	,600	,078	,543	7,724	,000
	PBL_Hero	,335	,091	,260	3,702	,000

- a. Dependent Variable: RP_Hero

Pengaruh PBL Terhadap Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,232 ^a	,054	,046	4,65488

- a. Predictors: (Constant), PBL_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151,648	1	151,648	6,999	,009 ^b
	Residual	2665,152	123	21,668		
	Total	2816,800	124			

- a. Dependent Variable: NP_Hero
b. Predictors: (Constant), PBL_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,624	1,214		11,226	,000
	PBL_Hero	,290	,110	,232	2,646	,009

- a. Dependent Variable: NP_Hero

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_Hero, NP_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,704 ^a	,496	,487	3,51704

- a. Predictors: (Constant), PBL_Hero, NP_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1482,941	2	741,470	59,943	,000 ^b
	Residual	1509,091	122	12,370		
	Total	2992,032	124			

- a. Dependent Variable: RP_Hero
b. Predictors: (Constant), PBL_Hero, NP_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,413	1,305		1,083	,281
	NP_Hero	,623	,068	,604	9,143	,000
	PBL_Hero	,318	,085	,247	3,739	,000

- a. Dependent Variable: RP_Hero

Pengaruh PBG Terhadap Retail Patronage (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,313 ^a	,098	,091	4,40879

a. Predictors: (Constant), PBG_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260,040	1	260,040	13,378	,000 ^b
	Residual	2390,808	123	19,437		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBG_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,303	1,318		10,851	,000
	PBG_SuperIndo	,383	,105	,313	3,658	,000

a. Dependent Variable: RP_SuperIndo

Pengaruh PBG Terhadap Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_SuperIndo ^b	.	Enter

a. Dependent Variable: NF_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,065 ^a	,004	-,004	3,54914

a. Predictors: (Constant), PBG_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,535	1	6,535	,519	,473 ^b
	Residual	1549,353	123	12,596		
	Total	1555,888	124			

a. Dependent Variable: NF_SuperIndo

b. Predictors: (Constant), PBG_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,935	1,061		18,786	,000
	PBG_SuperIndo	,061	,084	,065	,720	,473

a. Dependent Variable: NF_SuperIndo

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_SuperIndo , NF_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,687 ^a	,472	,464	3,38609

a. Predictors: (Constant), PBG_SuperIndo, NF_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1252,044	2	626,022	54,600	,000 ^b
	Residual	1398,804	122	11,466		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBG_SuperIndo, NF_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,648	1,991		-,827	,410
	NF_SuperIndo	,800	,086	,613	9,302	,000
	PBG_SuperIndo	,334	,081	,273	4,150	,000

a. Dependent Variable: RP_SuperIndo

Pengaruh PBG Terhadap Nilai Psikologis (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_SuperIndo ^b	.	Enter

a. Dependent Variable: NP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,226 ^a	,051	,043	4,32901

a. Predictors: (Constant), PBG_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124,256	1	124,256	6,630	,011 ^b
	Residual	2305,056	123	18,740		
	Total	2429,312	124			

a. Dependent Variable: NP_SuperIndo

b. Predictors: (Constant), PBG_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,572	1,294		12,031	,000
	PBG_SuperIndo	,265	,103	,226	2,575	,011

a. Dependent Variable: NP_SuperIndo

REGRESSION

Pengaruh PBG Terhadap Retail Patronage Melalui Nilai Psikologis (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBG_SuperIndo , NP_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,655 ^a	,429	,419	3,52331

a. Predictors: (Constant), PBG_SuperIndo, NP_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1136,378	2	568,189	45,771	,000 ^b
	Residual	1514,470	122	12,414		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBG_SuperIndo, NP_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,702	1,554		3,025	,003
	NP_SuperIndo	,617	,073	,590	8,402	,000
	PBG_SuperIndo	,220	,086	,180	2,558	,012

a. Dependent Variable: RP_SuperIndo

Pengaruh PBL Terhadap Retail Patronage (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,563 ^a	,317	,312	3,83643

a. Predictors: (Constant), PBL_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	840,509	1	840,509	57,107	,000 ^b
	Residual	1810,339	123	14,718		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBL_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,746	1,259		7,739	,000
	PBL_SuperIndo	,646	,085	,563	7,557	,000

a. Dependent Variable: RP_SuperIndo

Pengaruh PBL Terhadap Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_SuperIndo ^b	.	Enter

a. Dependent Variable: NF_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566 ^a	,320	,314	2,93287

a. Predictors: (Constant), PBL_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	497,876	1	497,876	57,881	,000 ^b
	Residual	1058,012	123	8,602		
	Total	1555,888	124			

a. Dependent Variable: NF_SuperIndo

b. Predictors: (Constant), PBL_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,616	,963		14,142	,000
	PBL_SuperIndo	,497	,065	,566	7,608	,000

a. Dependent Variable: NF_SuperIndo

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_SuperIndo, NF_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,679 ^a	,460	,452	3,42404

a. Predictors: (Constant), PBL_SuperIndo, NF_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1220,516	2	610,258	52,052	,000 ^b
	Residual	1430,332	122	11,724		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBL_SuperIndo, NF_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,586	1,822		,871	,386
	NF_SuperIndo	,599	,105	,459	5,693	,000
	PBL_SuperIndo	,348	,093	,303	3,762	,000

a. Dependent Variable: RP_SuperIndo

Pengaruh PBL Terhadap Nilai Psikologis(Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_SuperIndo ^b	.	Enter

a. Dependent Variable: NP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674 ^a	,454	,450	3,28383

a. Predictors: (Constant), PBL_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1102,938	1	1102,938	102,280	,000 ^b
	Residual	1326,374	123	10,784		
	Total	2429,312	124			

a. Dependent Variable: NP_SuperIndo

b. Predictors: (Constant), PBL_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,262	1,078		7,664	,000
	PBL_SuperIndo	,740	,073	,674	10,113	,000

a. Dependent Variable: NP_SuperIndo

Pengaruh PBL Terhadap Retail Patronage Melalui Nilai Psikologis (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBL_SuperIndo, NP_SuperIndo ^b	.	Enter

a. Dependent Variable: RP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,658 ^a	,433	,424	3,51024

a. Predictors: (Constant), PBL_SuperIndo, NP_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1147,586	2	573,793	46,567	,000 ^b
	Residual	1503,262	122	12,322		
	Total	2650,848	124			

a. Dependent Variable: RP_SuperIndo

b. Predictors: (Constant), PBL_SuperIndo, NP_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,771	1,401		4,120	,000
	NP_SuperIndo	,481	,096	,461	4,992	,000
	PBL_SuperIndo	,290	,106	,253	2,739	,007

a. Dependent Variable: RP_SuperIndo

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_Indomaret, Kategori_IdentitasKonsumen, PBG_Indomaret ^b		Enter

a. Dependent Variable: NF_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,146 ^a	,021	-,003	4,30349

a. Predictors: (Constant), PBGxIK_Indomaret,

Kategori_IdentitasKonsumen, PBG_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,806	3	16,269	,878	,454 ^b
	Residual	2240,922	121	18,520		
	Total	2289,728	124			

a. Dependent Variable: NF_Indomaret

b. Predictors: (Constant), PBGxIK_Indomaret, Kategori_IdentitasKonsumen, PBG_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	17,942	5,431		3,303
	PBG_Indomaret	,129	,428	,118	,301
	Kategori_IdentitasKonsumen	,001	1,925	,000	,001
	PBGxIK_Indomaret	,011	,152	,035	,073

Coefficients^a

Model		Sig.
1	(Constant)	,001
	PBG_Indomaret	,764
	Kategori_IdentitasKonsumen	,999
	PBGxIK_Indomaret	,942

a. Dependent Variable: NF_Indomaret

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Fungsional (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen ^b		Enter

a. Dependent Variable: NF_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,480 ^a	,230	,211	3,81729

a. Predictors: (Constant), PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	526,555	3	175,518	12,045	,000 ^b
	Residual	1763,173	121	14,572		
	Total	2289,728	124			

a. Dependent Variable: NF_Indomaret

b. Predictors: (Constant), PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4,967	6,526		,761
	PBL_Indomaret	,945	,424	,848	2,228
	Kategori_IdentitasKonsumen	2,617	2,281	,444	1,147
	PBLxIK_Indomaret	-,149	,149	-,506	-1,000

Coefficients^a

Model		Sig.
1	(Constant)	,448
	PBL_Indomaret	,028
	Kategori_IdentitasKonsumen	,253
	PBLxIK_Indomaret	,319

a. Dependent Variable: NF_Indomaret

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Psikologis (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_Indomaret, Kategori_IdentitasKonsumen, PBG_Indomaret ^b	.	Enter

a. Dependent Variable: NP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,266 ^a	,071	,048	4,88895

a. Predictors: (Constant), PBGxIK_Indomaret, Kategori_IdentitasKonsumen, PBG_Indomaret

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219,606	3	73,202	3,063	,031 ^b
	Residual	2892,122	121	23,902		
	Total	3111,728	124			

a. Dependent Variable: NP_Indomaret

b. Predictors: (Constant), PBGxIK_Indomaret, Kategori_IdentitasKonsumen, PBG_Indomaret

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	21,497	6,170		3,484
	PBG_Indomaret	-,233	,486	-,183	-,480
	Kategori_IdentitasKonsumen	-2,653	2,187	-,386	-1,213
	PBGxIK_Indomaret	,197	,173	,537	1,140

Coefficients^a

Model		Sig.
1	(Constant)	,001
	PBG_Indomaret	,632
	Kategori_IdentitasKonsumen	,227
	PBGxIK_Indomaret	,256

a. Dependent Variable: NP_Indomaret

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Psikologis (Indomaret)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen ^b		Enter

a. Dependent Variable: NP_Indomaret

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,574 ^a	,330	,313	4,15147

a. Predictors: (Constant), PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1026,328	3	342,109	19,850	,000 ^b
	Residual	2085,400	121	17,235		
	Total	3111,728	124			

a. Dependent Variable: NP_Indomaret

b. Predictors: (Constant), PBLxIK_Indomaret, PBL_Indomaret, Kategori_IdentitasKonsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	7,760	7,098		1,093
	PBL_Indomaret	,696	,461	,536	1,509
	Kategori_IdentitasKonsumen	-,218	2,481	-,032	-,088
	PBLxIK_Indomaret	,019	,162	,054	,114

Coefficients^a

Model		Sig.
1	(Constant)	,276
	PBL_Indomaret	,134
	Kategori_IdentitasKonsumen	,930
	PBLxIK_Indomaret	,909

a. Dependent Variable: NP_Indomaret

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_CircleK , Kategori_IdentitasKonsumen, PBG_CircleK ^b		Enter

a. Dependent Variable: NF_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,125 ^a	,016	-,009	4,19108

a. Predictors: (Constant), PBGxIK_CircleK,

Kategori_IdentitasKonsumen, PBG_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,549	3	11,183	,637	,593 ^b
	Residual	2125,379	121	17,565		
	Total	2158,928	124			

a. Dependent Variable: NF_CircleK

b. Predictors: (Constant), PBGxIK_CircleK, Kategori_IdentitasKonsumen, PBG_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	11,666	5,289		2,206
	PBG_CircleK	,352	,416	,332	,846
	Kategori_IdentitasKonsumen	1,568	1,875	,274	,836
	PBGxIK_CircleK	-,095	,148	-,309	-,637

Coefficients^a

Model		Sig.
1	(Constant)	,029
	PBG_CircleK	,399
	Kategori_IdentitasKonsumen	,405
	PBGxIK_CircleK	,525

a. Dependent Variable: NF_CircleK

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Fungsional (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen ^b		Enter

a. Dependent Variable: NF_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,326 ^a	,106	,084	3,99315

a. Predictors: (Constant), PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,551	3	76,517	4,799	,003 ^b
	Residual	1929,377	121	15,945		
	Total	2158,928	124			

a. Dependent Variable: NF_CircleK

b. Predictors: (Constant), PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,034	6,827		2,349
	PBL_CircleK	-,019	,443	-,017	-,042
	Kategori_IdentitasKonsumen	-1,344	2,386	-,235	-,563
	PBLxIK_CircleK	,129	,156	,450	,825

Coefficients^a

Model		Sig.
1	(Constant)	,020
	PBL_CircleK	,967
	Kategori_IdentitasKonsumen	,574
	PBLxIK_CircleK	,411

a. Dependent Variable: NF_CircleK

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Psikologis (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_CircleK , Kategori_IdentitasKonsumen, PBG_CircleK ^b		Enter

a. Dependent Variable: NP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,154 ^a	,024	-,001	5,14747

a. Predictors: (Constant), PBGxIK_CircleK,

Kategori_IdentitasKonsumen, PBG_CircleK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,815	3	25,938	,979	,405 ^b
	Residual	3206,073	121	26,496		
	Total	3283,888	124			

a. Dependent Variable: NP_CircleK

b. Predictors: (Constant), PBGxIK_CircleK, Kategori_IdentitasKonsumen, PBG_CircleK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	12,243	6,496		1,885
	PBG_CircleK	,258	,511	,198	,505
	Kategori_IdentitasKonsumen	,280	2,303	,040	,121
	PBGxIK_CircleK	-,021	,182	-,055	-,115

Coefficients^a

Model		Sig.
1	(Constant)	,062
	PBG_CircleK	,615
	Kategori_IdentitasKonsumen	,904
	PBGxIK_CircleK	,909

a. Dependent Variable: NP_CircleK

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Psikologis (Circle K)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen ^b		Enter

a. Dependent Variable: NP_CircleK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,415 ^a	,172	,152	4,73900

a. Predictors: (Constant), PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	566,459	3	188,820	8,408	,000 ^b
	Residual	2717,429	121	22,458		
	Total	3283,888	124			

a. Dependent Variable: NP_CircleK

b. Predictors: (Constant), PBLxIK_CircleK, PBL_CircleK, Kategori_IdentitasKonsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	9,909	8,102		1,223
	PBL_CircleK	,343	,526	,257	,651
	Kategori_IdentitasKonsumen	-,875	2,832	-,124	-,309
	PBLxIK_CircleK	,077	,185	,217	,414

Coefficients^a

Model		Sig.
1	(Constant)	,224
	PBL_CircleK	,516
	Kategori_IdentitasKonsumen	,758
	PBLxIK_CircleK	,679

a. Dependent Variable: NP_CircleK

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,469 ^a	,220	,201	3,97966

- a. Predictors: (Constant), PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	540,791	3	180,264	11,382	,000 ^b
	Residual	1916,361	121	15,838		
	Total	2457,152	124			

- a. Dependent Variable: NF_Hero
b. Predictors: (Constant), PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	13,438	6,967		1,929
	PBG_Hero	,246	,493	,212	,500
	Kategori_IdentitasKonsumen	-,691	2,417	-,113	-,286
	PBGxIK_Hero	,101	,171	,331	,590

Coefficients^a

Model		Sig.
1	(Constant)	,056
	PBG_Hero	,618
	Kategori_IdentitasKonsumen	,775
	PBGxIK_Hero	,557

a. Dependent Variable: NF_Hero

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Fungsional (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,259 ^a	,067	,044	4,35245

- a. Predictors: (Constant), PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	164,946	3	54,982	2,902	,038 ^b
	Residual	2292,206	121	18,944		
	Total	2457,152	124			

- a. Dependent Variable: NF_Hero
b. Predictors: (Constant), PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	10,615	5,567		1,907
	PBL_Hero	,613	,519	,526	1,182
	Kategori_IdentitasKonsumen	1,843	1,956	,302	,942
	PBLxIK_Hero	-,122	,182	-,362	-,670

Coefficients^a

Model		Sig.
1	(Constant)	,059
	PBL_Hero	,240
	Kategori_IdentitasKonsumen	,348
	PBLxIK_Hero	,504

a. Dependent Variable: NF_Hero

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640 ^a	,410	,395	3,70595

- a. Predictors: (Constant), PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1154,979	3	384,993	28,032	,000 ^b
	Residual	1661,821	121	13,734		
	Total	2816,800	124			

- a. Dependent Variable: NP_Hero
b. Predictors: (Constant), PBGxIK_Hero, Kategori_IdentitasKonsumen, PBG_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	5,155	6,488		,795
	PBG_Hero	,730	,459	,587	1,591
	Kategori_IdentitasKonsumen	,317	2,251	,049	,141
	PBGxIK_Hero	,022	,159	,068	,139

Coefficients^a

Model		Sig.
1	(Constant)	,428
	PBG_Hero	,114
	Kategori_IdentitasKonsumen	,888
	PBGxIK_Hero	,889

a. Dependent Variable: NP_Hero

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Psikologis (Hero Supermarket)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,246 ^a	,061	,037	4,67662

- a. Predictors: (Constant), PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170,441	3	56,814	2,598	,055 ^b
	Residual	2646,359	121	21,871		
	Total	2816,800	124			

- a. Dependent Variable: NP_Hero
b. Predictors: (Constant), PBLxIK_Hero, Kategori_IdentitasKonsumen, PBL_Hero

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	9,506	5,981		1,589
	PBL_Hero	,574	,558	,460	1,030
	Kategori_IdentitasKonsumen	1,493	2,102	,228	,710
	PBLxIK_Hero	-,102	,196	-,282	-,520

Coefficients^a

Model		Sig.
1	(Constant)	,115
	PBL_Hero	,305
	Kategori_IdentitasKonsumen	,479
	PBLxIK_Hero	,604

a. Dependent Variable: NP_Hero

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo ^b	.	Enter

a. Dependent Variable: NF_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,081 ^a	,007	-,018	3,57403

a. Predictors: (Constant), PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,269	3	3,423	,268	,848 ^b
	Residual	1545,619	121	12,774		
	Total	1555,888	124			

a. Dependent Variable: NF_SuperIndo

b. Predictors: (Constant), PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	19,435	4,409		4,408
	PBG_SuperIndo	,050	,344	,053	,145
	Kategori_IdentitasKonsumen	,181	1,584	,037	,114
	PBGxIK_SuperIndo	,005	,124	,018	,037

Coefficients^a

Model		Sig.
1	(Constant)	,000
	PBG_SuperIndo	,885
	Kategori_IdentitasKonsumen	,909
	PBGxIK_SuperIndo	,970

a. Dependent Variable: NF_SuperIndo

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Fungsional (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo ^b	.	Enter

a. Dependent Variable: NF_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,575 ^a	,330	,314	2,93487

a. Predictors: (Constant), PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	513,662	3	171,221	19,878	,000 ^b
	Residual	1042,226	121	8,613		
	Total	1555,888	124			

a. Dependent Variable: NF_SuperIndo

b. Predictors: (Constant), PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	18,001	4,953		3,635
	PBL_SuperIndo	,141	,335	,160	,420
	Kategori_IdentitasKonsumen	-1,553	1,732	-,320	-,896
	PBLxIK_SuperIndo	,127	,117	,556	1,089

Coefficients^a

Model		Sig.
1	(Constant)	,000
	PBL_SuperIndo	,675
	Kategori_IdentitasKonsumen	,372
	PBLxIK_SuperIndo	,279

a. Dependent Variable: NF_SuperIndo

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBG dengan Nilai Psikologis (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo ^b	.	Enter

a. Dependent Variable: NP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,228 ^a	,052	,028	4,36271

a. Predictors: (Constant), PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	126,293	3	42,098	2,212	,090 ^b
	Residual	2303,019	121	19,033		
	Total	2429,312	124			

a. Dependent Variable: NP_SuperIndo

b. Predictors: (Constant), PBGxIK_SuperIndo, Kategori_IdentitasKonsumen, PBG_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	16,957	5,382		3,150
	PBG_SuperIndo	,182	,420	,156	,434
	Kategori_IdentitasKonsumen	-,511	1,934	-,084	-,264
	PBGxIK_SuperIndo	,030	,151	,093	,200

Coefficients^a

Model		Sig.
1	(Constant)	,002
	PBG_SuperIndo	,665
	Kategori_IdentitasKonsumen	,792
	PBGxIK_SuperIndo	,842

a. Dependent Variable: NP_SuperIndo

Pengaruh Identitas Konsumen Sebagai Variabel Moderasi Antara PBL dengan Nilai Psikologis (Super Indo)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo ^b	.	Enter

a. Dependent Variable: NP_SuperIndo

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,675 ^a	,455	,442	3,30635

a. Predictors: (Constant), PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1106,549	3	368,850	33,741	,000 ^b
	Residual	1322,763	121	10,932		
	Total	2429,312	124			

a. Dependent Variable: NP_SuperIndo

b. Predictors: (Constant), PBLxIK_SuperIndo, Kategori_IdentitasKonsumen, PBL_SuperIndo

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	11,345	5,580		2,033
	PBL_SuperIndo	,544	,377	,495	1,441
	Kategori_IdentitasKonsumen	-1,101	1,951	-,181	-,564
	PBLxIK_SuperIndo	,070	,132	,243	,529

Coefficients^a

Model		Sig.
1	(Constant)	,044
	PBL_SuperIndo	,152
	Kategori_IdentitasKonsumen	,574
	PBLxIK_SuperIndo	,598

a. Dependent Variable: NP_SuperIndo

LAMPIRAN IV

Oneway Anova

Oneway Anova

Minimarket

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
RP_Minimarket	Global	19	21,2632	3,47758	,79781	19,5870	22,9393	15,00	28,00
	Lokal	4	20,7500	6,60177	3,30088	10,2451	31,2549	13,00	28,00
	Hybrid	102	19,0686	5,06446	,50146	18,0739	20,0634	5,00	28,00
	Total	125	19,4560	4,93752	,44163	18,5819	20,3301	5,00	28,00
NF_Minimarket	Global	19	19,6842	3,24983	,74556	18,1178	21,2506	14,00	26,00
	Lokal	4	19,5000	5,80230	2,90115	10,2672	28,7328	14,00	25,00
	Hybrid	102	19,8039	4,44780	,44040	18,9303	20,6776	7,00	28,00
	Total	125	19,7760	4,29716	,38435	19,0153	20,5367	7,00	28,00
NP_Minimarket	Global	19	18,3684	5,05756	1,16028	15,9308	20,8061	7,00	28,00
	Lokal	4	18,5000	8,26640	4,13320	5,3463	31,6537	7,00	25,00
	Hybrid	102	17,6373	4,91067	,48623	16,6727	18,6018	4,00	28,00
	Total	125	17,7760	5,00945	,44806	16,8892	18,6628	4,00	28,00
PBG_Minimarket	Global	19	12,2632	3,41308	,78301	10,6181	13,9082	5,00	16,00
	Lokal	4	12,0000	5,71548	2,85774	2,9054	21,0946	5,00	18,00
	Hybrid	102	11,4314	3,98390	,39447	10,6489	12,2139	3,00	20,00
	Total	125	11,5760	3,93754	,35218	10,8789	12,2731	3,00	20,00
PBL_Minimarket	Global	19	15,0526	3,09971	,71112	13,5586	16,5466	9,00	21,00
	Lokal	4	16,2500	3,94757	1,97379	9,9685	22,5315	13,00	21,00
	Hybrid	102	14,0000	3,96769	,39286	13,2207	14,7793	3,00	21,00
	Total	125	14,2320	3,85657	,34494	13,5493	14,9147	3,00	21,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
RP_Minimarket	Between Groups	84,054	2	42,027	1,745	,179
	Within Groups	2938,954	122	24,090		
	Total	3023,008	124			
NF_Minimarket	Between Groups	,544	2	,272	,015	,986
	Within Groups	2289,184	122	18,764		
	Total	2289,728	124			
NP_Minimarket	Between Groups	10,729	2	5,364	,211	,810
	Within Groups	3100,999	122	25,418		
	Total	3111,728	124			
PBG_Minimarket	Between Groups	11,824	2	5,912	,377	,686
	Within Groups	1910,704	122	15,662		
	Total	1922,528	124			
PBL_Minimarket	Between Groups	34,575	2	17,287	1,165	,315
	Within Groups	1809,697	122	14,834		
	Total	1844,272	124			

Oneway Anova Supermarket

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
RP_Supermarket	Global	19	14,7368	4,87445	1,11827	12,3874	17,0863	8,00	24,00
	Lokal	4	14,7500	7,22842	3,61421	3,2480	26,2520	8,00	25,00
	Hybrid	102	15,1667	4,87890	,48308	14,2084	16,1250	4,00	24,00
	Total	125	15,0880	4,91216	,43936	14,2184	15,9576	4,00	25,00
NF_Supermarket	Global	19	17,8421	3,32103	,76190	16,2414	19,4428	14,00	25,00
	Lokal	4	15,5000	8,22598	4,11299	2,4106	28,5894	6,00	26,00
	Hybrid	102	18,7745	4,45418	,44103	17,8996	19,6494	4,00	26,00
	Total	125	18,5280	4,45149	,39815	17,7399	19,3161	4,00	26,00
NP_Supermarket	Global	19	16,1579	4,64594	1,06585	13,9186	18,3972	8,00	26,00
	Lokal	4	14,0000	9,05539	4,52769	-,4091	28,4091	7,00	26,00
	Hybrid	102	16,8333	4,60968	,45643	15,9279	17,7388	4,00	28,00
	Total	125	16,6400	4,76614	,42630	15,7962	17,4838	4,00	28,00
PBG_Supermarket	Global	19	13,8947	2,80663	,64389	12,5420	15,2475	9,00	18,00
	Lokal	4	13,5000	3,00000	1,50000	8,7263	18,2737	10,00	16,00
	Hybrid	102	13,4118	4,04027	,40005	12,6182	14,2053	3,00	21,00
	Total	125	13,4880	3,83241	,34278	12,8095	14,1665	3,00	21,00
PBL_Supermarket	Global	19	10,2632	2,76570	,63450	8,9301	11,5962	6,00	15,00
	Lokal	4	12,0000	5,35413	2,67706	3,4804	20,5196	5,00	18,00
	Hybrid	102	10,3725	3,94497	,39061	9,5977	11,1474	3,00	18,00
	Total	125	10,4080	3,81655	,34136	9,7323	11,0837	3,00	18,00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
RP_Supermarket	Between Groups	3,431	2	1,716	,070	,932
	Within Groups	2988,601	122	24,497		
	Total	2992,032	124			
NF_Supermarket	Between Groups	51,812	2	25,906	1,314	,273
	Within Groups	2405,340	122	19,716		
	Total	2457,152	124			
NP_Supermarket	Between Groups	36,107	2	18,054	,792	,455
	Within Groups	2780,693	122	22,793		
	Total	2816,800	124			
PBG_Supermarket	Between Groups	3,737	2	1,868	,125	,882
	Within Groups	1817,495	122	14,898		
	Total	1821,232	124			
PBL_Supermarket	Between Groups	10,665	2	5,332	,362	,697
	Within Groups	1795,527	122	14,717		
	Total	1806,192	124			

LAMPIRAN V

Independent T-test

Independent T-test Minimarket

Group Statistics

COO_Minimarket		N	Mean	Std. Deviation	Std. Error Mean
RP_Minimarket	Lokal	125	19,4560	4,93752	,44163
	Asing	125	15,0080	5,27547	,47185
NF_Minimarket	Lokal	125	19,7760	4,29716	,38435
	Asing	125	17,0240	4,17261	,37321
NP_Minimarket	Lokal	125	17,7760	5,00945	,44806
	Asing	125	15,3360	5,14616	,46029
PBG_Minimarket	Lokal	125	11,5760	3,93754	,35218
	Asing	125	11,5760	3,93754	,35218
PBL_Minimarket	Lokal	125	14,2320	3,85657	,34494
	Asing	125	14,2320	3,85657	,34494

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RP_Mini market	Equal variances assumed	1,348	,247	6,882	248	,000	4,44800	,64628	3,17510	5,72090
	Equal variances not assumed			6,882	246,921	,000	4,44800	,64628	3,17508	5,72092
NF_Mini market	Equal variances assumed	,458	,499	5,137	248	,000	2,75200	,53573	1,69683	3,80717
	Equal variances not assumed			5,137	247,786	,000	2,75200	,53573	1,69683	3,80717
NP_Mini market	Equal variances assumed	,169	,682	3,799	248	,000	2,44000	,64236	1,17483	3,70517
	Equal variances not assumed			3,799	247,820	,000	2,44000	,64236	1,17483	3,70517
PBG_Min imarket	Equal variances assumed	0,000	1,000	0,000	248	1,000	0,00000	,49806	-,98098	,98098
	Equal variances not assumed			0,000	248,000	1,000	0,00000	,49806	-,98098	,98098
PBL_Mini market	Equal variances assumed	0,000	1,000	0,000	248	1,000	0,00000	,48782	-,96080	,96080
	Equal variances not assumed			0,000	248,000	1,000	0,00000	,48782	-,96080	,96080

Independent T-test Supermarket

Group Statistics

COO_Supermarket		N	Mean	Std. Deviation	Std. Error Mean
RP_Supermarket	Lokal	125	15,0880	4,91216	,43936
	Asing	125	18,9040	4,62361	,41355
NF_Supermarket	Lokal	125	18,5280	4,45149	,39815
	Asing	125	20,6640	3,54224	,31683
NP_Supermarket	Lokal	125	16,6400	4,76614	,42630
	Asing	125	18,7520	4,42620	,39589
PBG_Supermarket	Lokal	125	13,4880	3,83241	,34278
	Asing	125	12,0160	3,78235	,33830
PBL_Supermarket	Lokal	125	10,4080	3,81655	,34136
	Asing	125	14,1760	4,03026	,36048

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
RP_Supermarket	Equal variances assumed	0,499	,481	-6,324	248	,000	-3,81600	,60337	-5,00439	-2,62761
	Equal variances not assumed			-6,324	247,097	,000	-3,81600	,60337	-5,00441	-2,62759
NF_Supermarket	Equal variances assumed	4,283	,040	-4,198	248	,000	-2,13600	,50883	-3,13817	-1,13383
	Equal variances not assumed			-4,198	236,092	,000	-2,13600	,50883	-3,13842	-1,13358
NP_Supermarket	Equal variances assumed	,014	,904	-3,630	248	,000	-2,11200	,58177	-3,25784	-0,96616
	Equal variances not assumed			-3,630	246,654	,000	-2,11200	,58177	-3,25787	-0,96613
PBG_Supermarket	Equal variances assumed	0,004	0,951	3,056	248	0,002	1,47200	,48161	,52343	2,42057
	Equal variances not assumed			3,056	247,957	0,002	1,47200	,48161	,52343	2,42057
PBL_Supermarket	Equal variances assumed	0,321	0,571	-7,590	248	0,000	-3,76800	,49646	-4,74581	-2,79019
	Equal variances not assumed			-7,590	247,267	0,000	-3,76800	,49646	-4,74583	-2,79017

LAMPIRAN VI

Data Primer

Identitas Konsumen

Sampel	LI1	LI2	LI3	LI5	LI6	LI7	GI1	GI2	GI3
1	6	6	6	6	3	6	6	6	6
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5	5	6	7	7	3	5	7	7	7
6	6	5	7	6	2	6	6	6	5
7	6	6	6	6	3	6	3	3	3
8	6	6	6	4	4	5	6	6	6
9	6	6	6	4	4	5	6	6	6
10	6	6	6	6	4	6	6	6	7
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22	6	6	6	7	2	6	7	6	6
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32	6	6	7	7	3	6	6	5	6
33	6	6	6	6	4	7	7	7	6
34	7	7	7	7	4	7	7	7	6
35	6	6	7	4	1	4	6	6	7

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40	6	2	6	6	2	6	6	6	6
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108	7	7	7	7	3	4	7	6	6
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120	6	4	6	6	4	4	6	4	6
121	6	5	6	6	6	6	6	5	6
122	6	6	6	6	6	6	5	4	6
123	7	6	6	6	4	6	6	6	6
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125	6	3	4	4	3	6	5	6	5

Indomaret

Samp el	RP_ 1	RP_ 2	RP_ 3	RP_ 4	NFK_ 1	NFK_ 2	NFH_ 1	NFH_ 2	NPE_ 1	NPE_ 2	NPS_ 1	NPS_ 2	PBG_ 1	PBG_ 2	PBG_ 3	PBL_ 1	PBL_ 2	PBL_ 3
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38	6	7	6	7	5	7	6	7	5	7	7	6	5	6	7	6	5	4
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107	6	5	4	3	3	5	5	5	5	6	3	5	4	6	4	4	4	4
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112	7	6	7	6	6	6	6	6	7	7	7	7	1	3	2	6	7	7
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118	7	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
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123	5	5	5	4	5	5	3	4	4	4	4	4	6	3	3	5	5	5
124	7	7	7	7	7	7	7	7	7	7	7	6	7	6	6	7	7	7
125	6	6	5	3	4	5	3	3	4	4	6	3	5	5	3	3	3	3

Circle K

Samp el	RP_ 1	RP_ 2	RP_ 3	RP_ 4	NFK_ 1	NFK_ 2	NFH_ 1	NFH_ 2	NPE_ 1	NPE_ 2	NPS_ 1	NPS_ 2	PBG_ 1	PBG_ 2	PBG_ 3	PBL_ 1	PBL_ 2	PBL_ 3
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2	6	2	2	1	3	3	1	1	2	2	1	1	6	6	6	4	4	4
3	5	3	5	2	5	5	3	3	1	1	1	1	4	4	4	1	1	1
4	6	6	5	5	5	6	5	6	6	6	6	6	6	6	6	5	5	6
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6	3	3	3	3	6	6	3	4	5	3	6	6	6	4	4	5	3	3
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106	6	2	2	1	6	6	1	1	1	1	6	2	4	6	4	2	2	2
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124	3	3	3	3	3	5	4	4	3	5	3	4	6	6	4	5	5	5
125	3	3	3	3	4	5	3	3	4	3	3	3	6	6	6	3	3	3

Hero Supermarket

Samp el	RP_ 1	RP_ 2	RP_ 3	RP_ 4	NFK_ 1	NFK_ 2	NFH_ 1	NFH_ 2	NPE_ 1	NPE_ 2	NPS_ 1	NPS_ 2	PBG_ 1	PBG_ 2	PBG_ 3	PBL_ 1	PBL_ 2	PBL_ 3
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6	3	3	3	3	6	6	6	6	5	4	4	4	5	5	4	5	3	3
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38	3	4	3	5	5	5	6	5	4	6	4	4	4	4	4	5	3	3
39	5	6	4	5	5	5	6	6	6	6	6	5	7	7	7	1	1	1
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53	3	4	4	3	6	6	6	6	4	4	3	2	3	3	3	3	3	3
54	2	2	2	2	3	3	4	4	4	4	4	4	5	5	5	2	2	2
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Super Indo

Samp el	RP_ 1	RP_ 2	RP_ 3	RP_ 4	NFK_ 1	NFK_ 2	NFH_ 1	NFH_ 2	NPE_ 1	NPE_ 2	NPS_ 1	NPS_ 2	PBG_ 1	PBG_ 2	PBG_ 3	PBL_ 1	PBL_ 2	PBL_ 3
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