CHAPTER IV

DATA COLLECTION AND PROCESSING

In this chapter 4 describes the data collection and processing process used in this study. This step begins with a questionnaire validation test. Then data collection and analysis are carried out in 3 stages. These stages include the measurement model evaluation test (outer model), evaluation of the structural model (inner model) and hypothesis.

4.1. Test Questionnaire Items

Test item questionnaire is a step used to determine the validity of the statement that will be submitted to the respondent. In this test 117 data were obtained from the number of respondents who had answered. In Table 4.1 shows the data used in this test.

Table 4. 1 Respondents' data

No	FB1	FB2	CS1	CS2	WI1	WI2	IP1	IP2	BT1	BT2
1	5	4	4	4	4	4	4	4	4	4
2	4	4	4	4	3	4	4	4	4	4
3	4	3	3	3	3	4	4	4	3	3
4	5	4	5	5	5	3	4	4	3	4
5	4	4	4	4	4	4	4	4	4	4
6	4	3	3	3	3	3	3	3	4	3
7	5	5	4	5	5	5	4	5	3	4
8	4	4	4	4	3	4	3	5	4	4
9	4	4	4	4	4	4	4	4	4	4
10	5	4	4	4	4	5	5	5	5	5
11	4	3	3	5	4	5	4	5	4	4
12	2	1	2	4	4	4	3	3	3	3
13	5	4	5	5	5	5	5	5	4	5
14	4	4	4	5	4	4	4	4	4	4
15	5	5	5	4	4	4	4	4	5	4
16	3	3	3	3	3	4	4	4	3	3

No	FB1	FB2	CS1	CS2	WI1	WI2	IP1	IP2	BT1	BT2
17	5	3	4	4	3	4	4	4	3	2
18	4	4	4	4	3	5	4	5	4	3
19	4	4	3	4	4	4	4	4	4	4
20	4	5	4	4	4	3	4	3	4	4
21	4	3	3	3	3	4	3	4	3	4
22	4	2	3	3	3	3	3	3	3	2
23	5	4	4	4	3	4	4	4	3	3
24	4	4	4	4	3	4	3	4	4	4
25	3	3	3	4	5	5	5	5	5	3
26	5	3	4	4	4	4	4	4	3	2
27	5	4	5	4	3	5	4	5	5	4
28	4	3	4	5	1	1	3	3	4	3
29	4	3	4	4	4	4	4	5	3	4
30	3	2	4	4	3	3	3	4	4	3
31	4	2	3	4	4	2	3	4	5	3
32	5	4	5	4	3	4	5	5	5	4
33	3	2	3	3	3	4	4	4	3	3
34	3	3	4	4	3	4	4	4	3	3
35	4	5	4	5	5	5	5	4	4	5
36	3	3	4	4	4	5	4	4	4	4
37	5	5	4	4	4	4	4	4	4	4
38	3	4	4	5	3	4	4	5	4	3
39	4	2	4	5	3	5	3	5	3	3
40	5	5	4	4	5	4	5	5	5	5
41	4	2	3	3	4	4	3	4	4	4
42	3	3	2	3	3	3	4	4	3	3
43	5	4	4	5	4	5	4	4	5	5
44	3	3	3	3	3	3	3	3	3	3
45	4	3	4	5	4	5	4	5	4	4
46	5	4	4	5	4	4	4	5	5	5
47	5	5	5	5	3	4	4	5	5	4
48	4	4	3	4	3	4	4	5	5	4
49	4	4	3	4	4	5	4	4	4	4
50	3	3	3	3	4	4	3	3	4	4
51	3	2	4	3	3	3	3	3	4	3
52	3	4	4	3	3	2	2	2	3	3
53	4	2	3	3	3	3	4	3	3	3

No	FB1	FB2	CS1	CS2	WI1	WI2	IP1	IP2	BT1	BT2
54	4	3	2	4	3	4	4	4	3	4
55	4	3	4	4	2	3	4	4	3	3
56	4	4	5	5	4	5	5	4	4	3
57	3	2	3	3	3	4	4	3	4	3
58	4	4	5	5	5	5	5	5	5	5
59	4	3	4	4	4	5	4	5	5	4
60	5	5	5	5	5	5	5	5	5	5
61	4	3	4	4	4	4	4	4	4	3
62	5	5	4	4	4	4	4	4	5	5
63	2	2	2	2	2	2	2	2	2	2
64	3	3	4	4	3	4	4	4	4	3
65	4	4	4	4	2	4	4	4	4	4
66	3	4	4	4	4	4	5	5	5	5
67	4	4	5	5	5	5	4	4	5	5
68	5	4	4	4	5	5	5	5	5	4
69	5	4	3	5	2	3	3	4	4	4
70	5	4	4	5	5	5	4	5	3	3
71	3	4	4	3	3	3	3	3	3	3
72	4	4	4	4	4	4	4	4	4	4
73	4	4	4	4	4	4	4	5	3	4
74	4	3	4	4	4	5	4	4	3	4
75	5	4	4	5	4	4	5	5	5	5
76	5	4	4	4	5	4	5	4	3	4
77	5	3	4	4	3	4	4	4	4	4
78	3	4	4	3	4	4	4	3	4	4
79	4	4	4	4	4	4	4	4	4	4
80	5	3	4	4	4	4	4	4	3	4
81	2	1	3	4	4	5	4	4	3	2
82	5	5	5	5	5	5	5	5	5	5
83	5	4	4	4	4	4	4	5	4	4
84	4	2	2	3	3	4	4	4	3	3
85	3	2	2	2	3	3	3	4	3	2
86	4	4	5	5	4	5	4	5	5	4
87	3	2	4	4	4	4	4	4	3	2
88	4	3	5	5	4	5	4	4	4	4
89	4	4	4	4	5	5	5	5	5	5
90	3	3	3	3	3	3	3	3	3	3

No	FB1	FB2	CS1	CS2	WI1	WI2	IP1	IP2	BT1	BT2
92	2	2	3	3	3	3	4	4	2	3
93	4	4	4	4	3	3	3	3	3	4
94	1	3	3	2	4	3	1	1	3	4
95	4	4	4	5	4	4	4	5	3	4
96	5	5	4	5	4	4	5	5	5	4
97	5	4	4	5	5	5	5	4	4	4
98	5	4	3	4	4	4	4	5	5	5
99	5	5	4	5	4	5	4	5	5	5
100	5	5	4	4	4	4	4	4	5	5
101	4	3	4	5	3	4	4	4	3	3
102	5	4	4	4	4	4	4	5	4	4
103	5	3	3	4	5	5	3	4	5	4
104	5	4	3	3	4	4	4	4	3	3
105	2	2	3	3	3	4	2	4	3	3
106	4	4	4	5	4	5	5	5	5	5
107	3	2	3	4	3	4	4	3	4	3
108	4	3	4	4	4	4	4	5	4	3
109	4	5	5	4	5	4	4	5	4	5
110	5	5	5	5	5	5	5	5	5	5
111	5	4	4	5	5	5	4	4	5	5
112	3	3	4	4	3	3	3	4	3	3
113	4	3	3	3	3	3	3	3	4	4
114	4	4	3	4	4	4	3	5	3	4
115	3	2	3	3	4	3	3	4	3	3
116	3	2	3	4	3	3	3	3	4	3
117	4	3	4	4	3	4	3	4	4	3

From the 117 data of respondents, then the validity test and reliability test will be carried out. The minimum requirements for this test were 30 respondents (Ghozali, 2014).

Index information:

Table 4. 2 Index Information

Variable	Indicator	Index
Familiar Brand	Well known	FB1
	Often mentioned	FB2
Credible Source	The depth of coverage of the information	CS1
	Currency	CS2
Website Interactivity	Two-ways interaction	WI1
	Information sharing	WI2
Initial Perception	Information as what looking for	IP 1
	Information is attractive	IP 2
Brand Trust	Confidence that is adhered to by information credibility in green marketing scope	BT 1
	Recommend products to others	BT 2

4.1.1 Questionnaire Validity Test

This test is performed to find out the validity of the statement. Questionnaires that have been distributed to respondents were tested using SPSS software. If there is an invalid statement, then it will be corrected. The intended improvement is in the form of a statement or omitting the statement. Table 4.3 is the result of the validity test that has been carried out.

Table 4.3 Item Validity Test Result

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FB1	34.58	28.470	.658	.518	.894
FB2	35.09	27.586	.686	.657	.893
CS1	34.82	29.804	.631	.522	.896
CS2	34.56	29.162	.700	.571	.892
WI1	34.87	29.613	.586	.481	.898
WI2	34.56	29.351	.629	.581	.896
IP1	34.72	29.273	.699	.554	.892
IP2	34.45	29.164	.669	.570	.893
BT1	34.71	29.191	.634	.500	.896
BT2	34.85	28.487	.710	.664	.891

From Table 4.3 it can be seen the calculated R value in the column Corrected Item-Total Correlation. In order to find out the validity, the statement on the questionnaire is used to compare the calculated R value with R table. In order to find out the value of R table is obtained from DF = N-2 with a probability of 0.05, where N is the number of respondents used. The value of DF (117) or R table with a probability of 0.05 is 0.182. From these calculations, it can be explained that R count > R table. From the results that have been tested, it can be concluded that all data is valid.

4.1.2 Questionnaire Reliability Test

In addition to validity test, there is one test that is needed, namely reliability test. Table 4.4 is the result of the reliability test that has been carried out. Measurement can be said to be reliable if the measurements made produce the same data. Conversely, if the measurements produce different data, then the measurements are not reliable.

Table 4.4 Reliability Test Result

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.926	11

Reliability test results are shown by the Cronbach's Alpha column in Figure 4.2. As N of Item shows the number of indicators used in testing. The number of indicators used is 10. Since 1 of the 11 indicators used in the test is the total of the indicators used. The reliability test results of each indicator can be seen in Figure 4.2. To find out the value of R table is obtained from DF = N-2 with a probability of 0.05. The value of DF (115) or R table with a probability of 0.05 is 0.182. From these calculations, the results obtained are 0.774 which show that R counts > R table. This means that the statements tested are reliable and can be used in research.

4.2 Data Collection

Data retrieval conducted in this study uses an online questionnaire in the form of google form. The data have been tested the validity of each item of statement. Questionnaires submitted to respondents totalled 10 statements. The number of respondents in this questionnaire is totalled 117 consumers who have used or familiar with Starbucks Coffee products. Characteristics and responses of respondents who filled out the questionnaire can be seen in Table 4.5.

Table 4. 5 Respondents' Characteristics

Variable	Total	Percentage
Gender		
Male	42	36%
Female	75	64%
Age		
17 - 20 years old	18	15%
21 - 24 years old	97	83%
25 - 28 years old	2	2%
Job		
Job seeker	3	2%
Lawyer	1	1%
Student	92	79%
Entrepreneur	7	6%
Employee	14	12%
Total	117	100%

4.3 Data Processing

The next stage after obtaining a valid questionnaire data, further research was carried out using Structural Equation Modelling (SEM) analysis. The software used for this research is IBM SPSS AMOS 22. There are several steps that will be carried out in SEM analysis. The following are the results obtained based on the sequence of stages carried out.

4.3.1 Measurement Model Testing

Measurement model test is to examine the relationship between indicators with latent variables. The measurement test results can be seen in Figure 4.1:

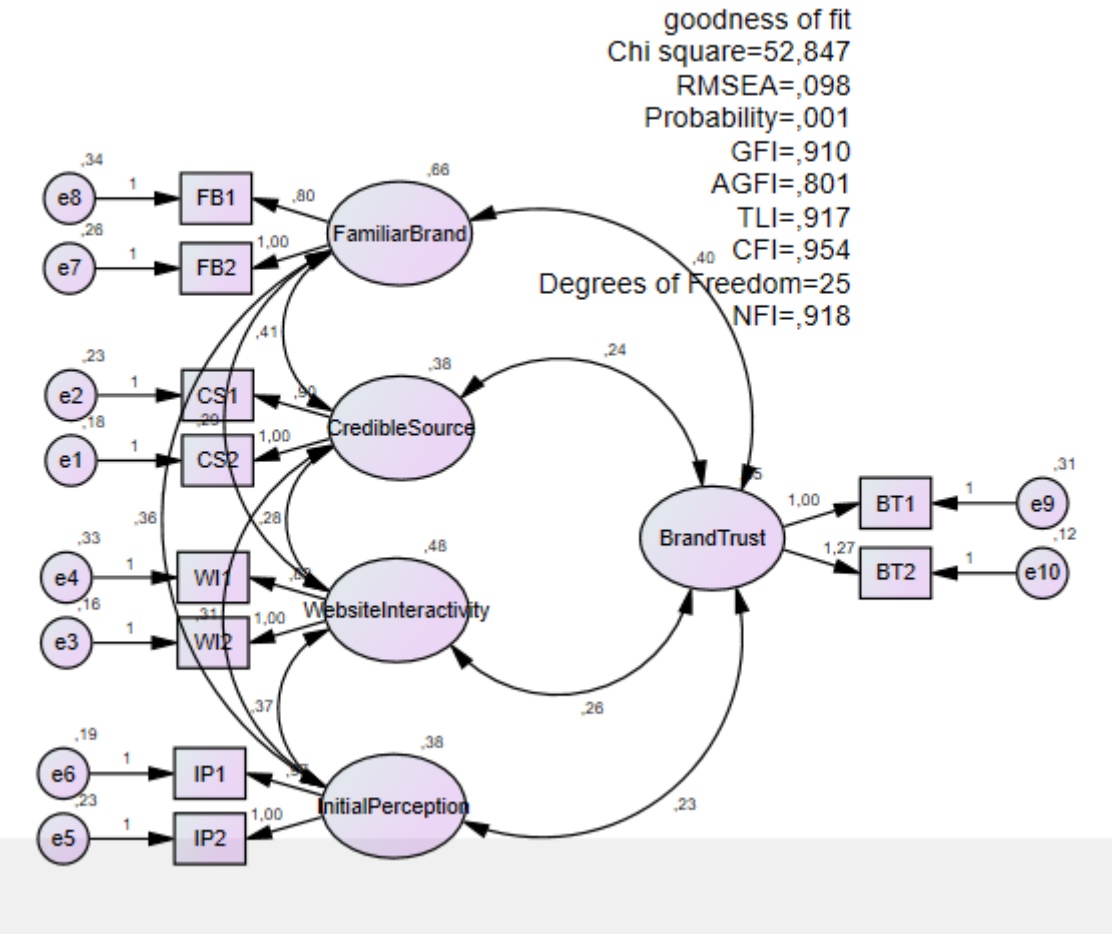

Figure 4.1 Measurement Model

Test of the model hypothesis shows that this model is in accordance with the data or fit to the data used in this study. Although the Chi-Square value is quite large at 52,847, the Chi-Square value is affected by the degree of freedom. In this study the degree of freedom is 25. If the degree of freedom is smaller, the Chi-Square value will decrease.

4.3.2 Structural Model Evaluation Testing

A. Structural Model Testing

Structural model is the relationship among latent variables (variables that cannot be measured directly and require several indicators to measure them) independent and dependent (Bollen, 1989). The results of the structural test model can be seen from Figure 4.2:

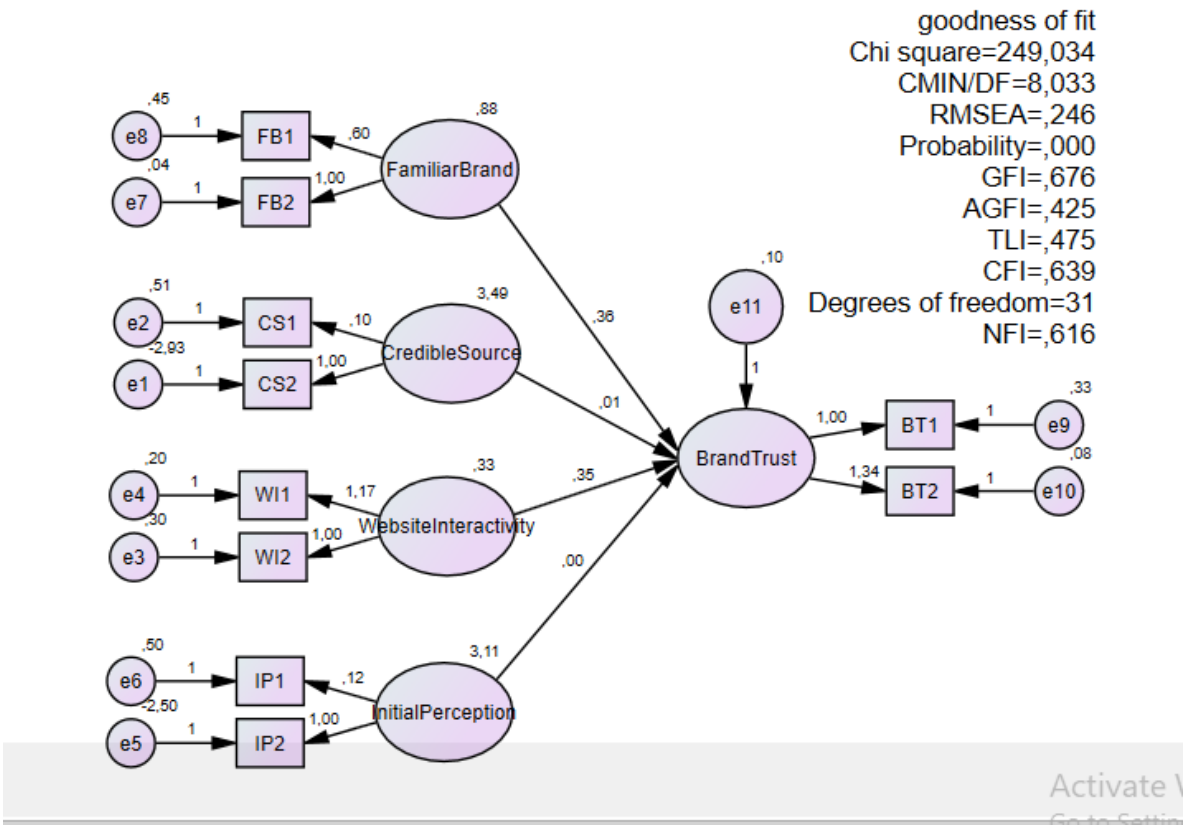

Figure 4.2 Structural Model

Test of the model hypothesis shows that this model is in accordance with the data or fit to the data used in this study. Although the Chi-Square value is quite large at 249,034, the Chi-Square value is affected by the degree of freedom. In this study the

degree of freedom is 31. If the degree of freedom is smaller, the Chi-Square value will decrease.

B. Normality Test

Data normality evaluation was carried out using the value of critical ratio skewness value of ± 2.58 at a significance level of 0.01 (1%) in Table 4.6. Data are said to be normally distributed if the critical ratio skewness value is below ± 2.58 (Ghozali, 2005).

Table 4.6 Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
BT2	2,000	5,000	-,101	-,446	-,605	-1,335
BT1	2,000	5,000	,046	,204	-1,093	-2,412
FB1	1,000	5,000	-,684	-3,021	,207	,456
FB2	1,000	5,000	-,343	-1,516	-,472	-1,043
IP1	1,000	5,000	-,669	-2,954	1,297	2,864
IP2	1,000	5,000	-,877	-3,873	1,328	2,932
WI1	1,000	5,000	-,208	-,918	,064	,142
WI2	1,000	5,000	-,745	-3,288	,953	2,105
CS1	2,000	5,000	-,364	-1,608	,026	,058
CS2	2,000	5,000	-,391	-1,728	-,225	-,497
Multivariate					18,310	6,392

Based on the calculation results, all indicators of the value of the critical ratio skewness value are below ± 2.58. The data from the indicator are normally distributed and suitable for use.

C. Outlier Evaluation

Outlier evaluation is conducted in order to see the observational conditions of a data that has unique characteristics that look very different from other observations and appear in extreme forms, both for a single variable or combination variables (Hair et al in Ghozali, 2004). Outlier detection is conducted in order to see both univariate outliers and

multivariate outliers. Multivariate outlier values can be seen from the value of malahanobis distance

Furthermore, *malahanobis* distance value is compared to the chi-square value. If there is a value of *malahanobis* distance it means there is a multivariate outlier problem (Ferdinand, 2000). Based on these provisions, in this study the chi-square value was obtained by 249,034 and the largest value at *malahanobis* distance was 37,750. Therefore, it can be concluded that in this study there were no multivariate outlier problems. In the absence of multivariate outliers, the data is suitable for use.

D. Goodness of Fit Model Test

Analysis of the results of data processing in the full SEM model is carried out by conducting conformity tests and statistical tests. Goodness-of-fit model test results are described in Table 4.7.

Table 4.7 Goodness of Fit Model Test

No	Index	Cut-off Value	Result	Model Evaluation
1	Chi Square	Near to 0	249,034	Poor
2	CMIN/DF	< 2 (Byrne, 1998)	8,033	Poor
3	RMSEA	< 0,08 (Browne and Curdeck , 1993)	0,246	Poor
4	CFI	> 0,95 (Bentler)	0,639	Poor
5	GFI	> 0,90 (Hair, 1995 dan Hulland, 1996)	0,676	Poor
6	AGFI	> 0,90 (Hair, 1995 dan Hulland, 1996)	0,425	Poor
7	TLI	> 0.90 (Arbuckle, 1997) > 0,95 (Hair dkk, 1995)	0,475	Poor
8	Probability	≥ 0,05	0,000	Poor
9	NFI	> 0,90	0,616	Poor

There are four measures that can be used as a basis to indicate that a model is fit, which are the normed chi square test, CFI, GFI and RMSEA. The data show those basic indications that scored as 8.033, 0.639, 0.676 and 0,246. These results indicate that the model used is poor. Then modification was performed to get maximum Goodness of Fit (GoF).

4.3.3 Modification Model

The last stage is interpreted by the model and modifies the model that does not meet the testing requirements. After the model is estimated, the residual must be small and close to zero and the frequency distribution of the residual covariance must be symmetric. In case the amount of residuals is greater than 5% of all the covariance variables produced by the model, then a modification needs to be considered with a theoretical basis. Cut off value with a range of -2.58 to 2.58 can be used to assess the significance of the residuals generated by the model. Standardized residual covariance data processed with the AMOS program can be seen in Table 4.8 below:

Table 4. 8 Residual Covariance

	BT2	BT1	FB1	FB2	IP1	IP2	WI1	WI2	CS1	CS2
BT2	1,725									
BT1	1,498	0,896								
FB1	1,586	2,068	0							
FB2	1,536	0,951	0	0						
IP1	5,263	5,157	5,543	5,051	0					
IP2	4,77	4,826	5,655	4,403	0,003	-0,003				
WI1	2,935	1,812	3,774	4,478	5,463	4,298	0			
WI2	2,397	2,576	3,828	3,389	6,471	6,645	0	0		
CS1	5,19	4,894	5,137	6,489	4,944	4,429	3,858	4,01	0	
CS2	4,815	4,676	5,87	5,253	5,855	6,407	4,192	5,545	-0,001	-0,001

Due to the outliers and standardized residual covariance values that are greater than 5% or outside the interval between -2.58 and 2.58, there is a possibility that affects the fit model of this research. The fit model test almost does not show a fit model.

Therefore, it is important to note the index modification suggested by the analysis tool. The table presents the things that must be corrected, which after doing this will reduce the chi square value. The following modifications are meant in the Table 4. 9

Table 4.9 Covariance

			M.I.	Par Change
InitialPerception	<-->	FamiliarBrand	4,520	,122
WebsiteInteractivity	<-->	FamiliarBrand	20,502	,262
WebsiteInteractivity	<-->	InitialPerception	7,113	,104
CredibleSource	<-->	FamiliarBrand	4,628	,118
CredibleSource	<-->	InitialPerception	13,017	,134
CredibleSource	<-->	WebsiteInteractivity	11,889	,129
e8	<-->	InitialPerception	6,751	,106
e8	<-->	CredibleSource	10,390	,126
e7	<-->	WebsiteInteractivity	4,062	,076
e6	<-->	FamiliarBrand	8,594	,148
e6	<-->	WebsiteInteractivity	12,994	,124
e5	<-->	WebsiteInteractivity	4,066	,073
e5	<-->	CredibleSource	10,348	,111
e5	<-->	e8	5,265	,087
e4	<-->	FamiliarBrand	8,654	,162
e4	<-->	e6	4,762	,071
e3	<-->	InitialPerception	13,391	,138
e3	<-->	CredibleSource	10,649	,117
e3	<-->	e5	10,672	,114
e2	<-->	FamiliarBrand	16,454	,206
e2	<-->	e7	10,087	,106
e1	<-->	InitialPerception	11,794	,120
e1	<-->	WebsiteInteractivity	9,590	,109
e1	<-->	e8	9,714	,114
e1	<-->	e5	9,514	,099
e1	<-->	e3	9,581	,104

In the modification of the covariance model can be done by giving a relation to the covariance in question. As can be seen in the Table 4.9 covariance relation relationships have an M.I. value, which means that if both covariance are connected, they will decrease the chi square value by the value of the M.I. Thus, it is expected that if the chi square value falls, the probability value will rise, so that it can exceed the 0.05 value. Figure 4.3 is a path diagram model that has been modified.

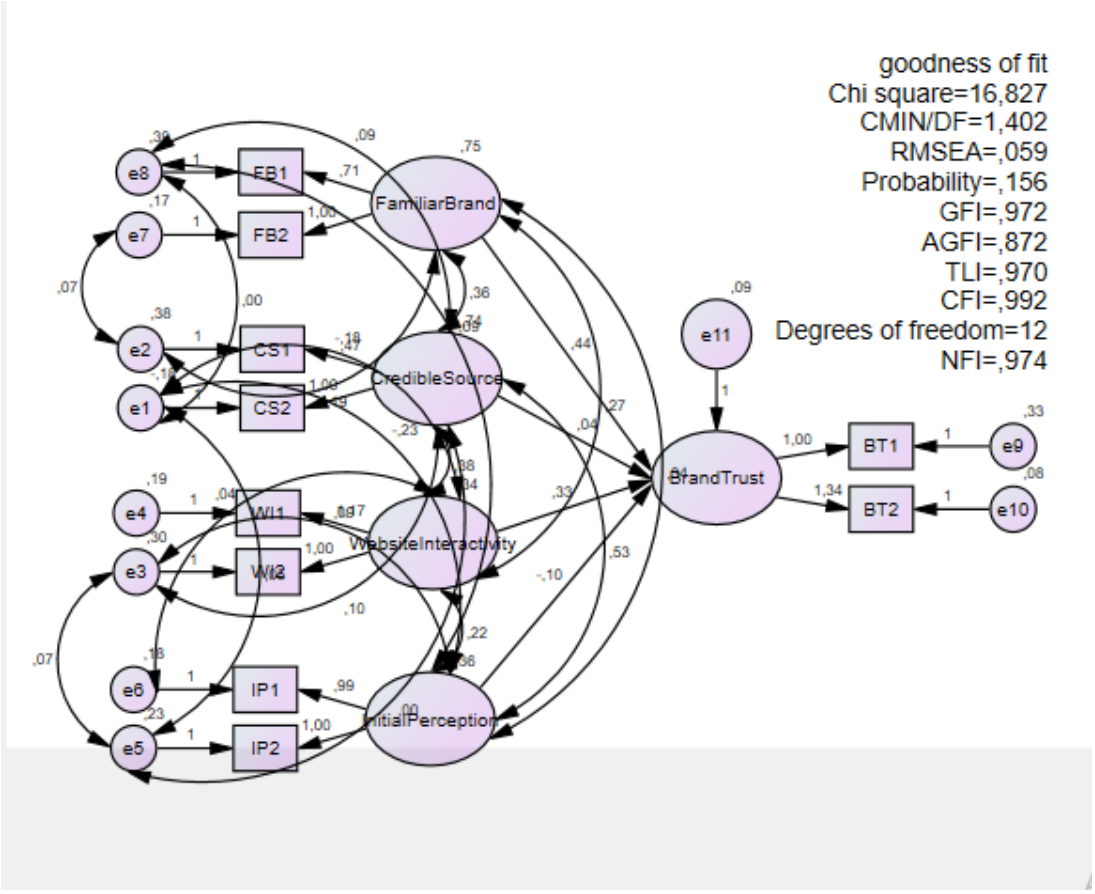

Figure 4.3 Modified Model

A. **Goodness of Fit Modification Model Test**

Analysis of the results of data processing in the full SEM model is carried out by conducting conformity tests and statistical tests. Goodness-of-fit modification model test results are described in Table 4.10:

Table 4.10 Goodness of Fit Modification Model

No	Index	Cut-off Value	Result	Model Evaluation
1	Chi Square	Near to 0	16,827	Poor
2	CMIN/DF	< 2 (Byrne, 1998)	1,402	Good
3	RMSEA	< 0,08 (Browne and Curdeck , 1993)	0,059	Good
4	CFI	> 0,95 (Bentler)	0,992	Good
5	GFI	> 0,90 (Hair, 1995 dan Hulland, 1996)	0,972	Good
6	AGFI	> 0,90 (Hair, 1995 dan Hulland, 1996)	0,872	Marginal
7	TLI	> 0.90 (Arbuckle, 1997) > 0,95 (Hair dkk, 1995)	0,970	Good
8	Probability	≥ 0,05	0,156	Good
9	NFI	> 0,90	0,974	Good

These results indicate that the model is acceptable. CMIN / DF value of 1,402 shows a good structural equation model. The RSMEA measurement index is in the expected range of ≤ 0.08, which is 0,059. Likewise, the values of CFI, GFI, TLI. Probability and NFI are in accordance with the specified cut-off value limits which are 0.992, 0.972, 0.970, 0.156, and 0.97. However, AGFI is marginally accepted with score 0.872. Marginal value is the suitability condition of the measurement model under the criteria of absolute fit and incremental fit measures, but can still be forwarded to further analysis because it is close to the criteria of good fit (Fitriyana, 2013). The model is said to be feasible if at least one of the model feasibility testing methods is met (Hair et al, 1998 in Haryono et al, 2012). It could be concluded that model is categorized as Good of Fit (Gof).

In an empirical study, a researcher is not required to fulfil all the criteria of goodness of fit, but depends on the judgment of each researcher. The Chi-Square value in

this study is 16,827. Joreskog & Sorbom (1993) said that Chi-Square cannot be used as the only measure of the overall suitability of the model; one reason is because chi-square is sensitive to sample size. When the sample size increases, the chi-square value will increase and lead to rejection of the model even though the value of the difference between the sample covariance matrix and the model covariance matrix is minimal or small. Chi square is also closely related to the degree of freedom, if the degree of freedom is greater, it will affect the Chi Square value. The degree of freedom value in the study is quite large, namely 12, thus affecting the chi square value. Therefore, from Table 4.10 it can be seen that the estimation results are within the target level of compatibility so that it can be said that the model is fit

B. Validity and Reliability Testing

There is a mandatory requirement that is fulfilled to find out whether an indicator is valid or not. The requirement is that the loading factor is required to be significant and the standardized loading estimate is mandatory ≥ 0.50. Likewise, in order to know the construct reliability there are two methods that can be used. These methods namely construct reliability and variance extracted. The cut-off value of reliability is ≥ 0.70 and the cut-off value of variance extracted is ≥ 0.50.

Table 4.11 Validity and Reliability Test

No	Variable	Indicator	Standard Loading	Standard Loading2	Measurement Error	Construct Reliability	Variance Extracted
1	Familiar Brand	FB1	0,698	0,487	0,513	0,786	0,651
		FB2	0,903	0,815	0,185		
		∑	1,601	1,303	0,697		
		∑2	2,563	1,697	0,486		
2	Credible Source	CS1	0,549	0,301	0,699	0,885	0,813
		CS2	1,151	1,325	-0,325		
		∑	1,700	1,626	0,374		
		∑2	2,890	2,645	0,140		
3	Website Interactivity	WI1	0,838	0,702	0,298	0,762	0,616
		WI2	0,728	0,530	0,470		
		∑	1,566	1,232	0,768		
		∑2	2,452	1,518	0,589		
4	Initial Perception	IP1	0,812	0,659	0,341	0,775	0,633
		IP2	0,779	0,607	0,393		
		∑	1,591	1,266	0,734		
		∑2	2,531	1,603	0,538		
5	Brand Trust	BT1	0,709	0,503	0,497	0,813	0,689
		BT2	0,936	0,876	0,124		
		∑	1,645	1,379	0,621		
		∑2	2,706	1,901	0,386		

According to the results of the standardized loading estimate output that contained in the Table 4.11, the loading value of the entire indicator has fulfilled the requirements of ≥ 0.50, so that it can be concluded that the exogenous construct used is valid. It can also be notified if the value of construct reliability is above> 0.70, means that reliable instruments and variance extracted values have exceeded the requirements of ≥ 0.50, which means that if the indicator used is observed above, it can relatively explain the exogenous variables in their form.

C. Hypothesis Test

The next stage, after the criteria of the goodness of fit structural model are estimated to be fulfilled, is an analysis of the structural relationship model (hypothesis testing). The relationship among constructs in hypotheses is indicated by regression weights values (Hair et al, 1998 in Haryono and Hastjarjo, 2010). The Critical Ration value needed to see the significance between endogenous and exogenous variables, which is above 1.96 and has a probability above 5%. The following Table 4.12 shows the relationship of significance between variables to analyse more clearly the effect of Familiar Brand, Credible Source, Website Interactivity, and Initial Perception on Brand Trust on Starbucks Coffee customers.

Table 4. 12 Regression Weights after modified

			Estimate	S.E.	C.R.	P	Label
BrandTrust	<---	CredibleSource	,045	,078	,573	,567	par_6
BrandTrust	<---	WebsiteInteractivity	,326	,129	2,534	,011	par_7
BrandTrust	<---	InitialPerception	-,098	,210	-,468	,640	par_8
BrandTrust	<---	FamiliarBrand	,441	,126	3,509	***	par_9
CS2	<---	CredibleSource	1,000				
CS1	<---	CredibleSource	,470	,319	1,472	,141	par_1
WI2	<---	WebsiteInteractivity	1,000				
WI1	<---	WebsiteInteractivity	1,167	,209	5,586	***	par_2
IP2	<---	InitialPerception	1,000				
IP1	<---	InitialPerception	,987	,150	6,585	***	par_3
FB2	<---	FamiliarBrand	1,000				
FB1	<---	FamiliarBrand	,708	,106	6,661	***	par_4
BT1	<---	BrandTrust	1,000				
BT2	<---	BrandTrust	1,338	,171	7,834	***	par_5

1) Based on the results of the study note that the effect of familiar brand on brand trust there is a CR value of 3,509 (p = 0,001 < 0.05) then Ho is rejected and Ha is accepted, meaning that there is a positive influence between familiar brand with brand trust. H3 hypothesis, there is an effect of familiar brand on brand trust received.
2) Based on the results of the study note that the effect of credible source on brand trust there is a CR value of 0,573 (p = 0,567 < 0.05) then Ho is accepted and Ha is rejected, meaning that there is no significant value between credible source with brand trust. H2 hypothesis which states that there is influence of credible source on brand trust is rejected.
3) Based on the results of the study note that the effect of website interactivity on brand trust there is a CR value of 2,534 (p = 0,011 < 0.05) then Ho is rejected and Ha is accepted, meaning that there is a positive influence between website interactivity with brand trust. H3 hypothesis, there is an effect of website interactivity on brand trust received.
4) Based on the results of the study note that the effect of initial perception on brand trust there is a CR value of -0,468 (p = 0,640 < 0.05) then Ho is accepted and Ha is rejected, meaning that there is no significant value between initial perception with brand trust. H2 hypothesis which states that there is influence of initial perception on brand trust is rejected.