RELATIONSHIP BETWEEN PACKAGE REDESIGN AND PURCHASE INTENTION ON BENEFIT BROW PRODUCT

A THESIS

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A BACHELOR DEGREE THESIS
BY

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, November 25th, 2019

Nofitri Antika Maharani

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ABSTRACT

In cosmetics, several makeup companies rely on packaging and advertising to draw in buyers. Unless a consumer has previously used a product, the packaging will be a significant part of their decision to purchase a product. Package redesign has become one of main factors of marketing that attract customers and leads to do purchase intention. The aim of this research was to examine relationship between package redesign and purchase intention towards Benefit Brow product. This research was conducted in Yogyakarta in the context purchase intention based on consumers' perspective. The data were collected by using questionnaire based on Likert scale. The method of sample is using convenient sampling with 400 respondents that were chosen to represent overall users. The data were then analyzed by using Structural Equation Modeling analysis and moderated regression analysis with the helping of SPSS and AMOS. The result of this study found that there is a positive and significant influence on product quality variables on perceived quality, perceived value, brand image, price sensitivity and purchase intention on Benefit Brow

KEYWORD: *Purchase Intention, Perceived Quality, Perceived Value, Brand Image, Price Sensitivity*

HUBUNGAN ANTARA REDESIGN KEMASAN DAN INTENSITAS PEMBELIAN PADA PRODUK BENEFIT BROW

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ABSTRACT

Di produk kosmetik, beberapa perusahaan kosmetik mengandalkan kemasan dan iklan untuk menarik pembeli. Kecuali jika konsumen sebelumnya telah menggunakan suatu produk, kemasan akan menjadi bagian penting dari keputusan mereka untuk membeli suatu produk. Perancangan ulang kemasan telah menjadi salah satu faktor utama pemasaran yang menarik pelanggan dan mengarah untuk melakukan niat pembelian. Tujuan dari penelitian ini adalah untuk menguji hubungan antara desain ulang kemasan dan niat beli terhadap produk Benefit Brow. Penelitian ini dilakukan di Yogyakarta dalam konteks niat beli berdasarkan perspektif konsumen. Data dikumpulkan dengan menggunakan kuesioner berdasarkan skala Likert. Metode sampel menggunakan convenience sampling dengan 400 responden yang dipilih untuk mewakili pengguna secara keseluruhan. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dan analisis regresi dimoderasi dengan bantuan SPSS dan AMOS. Hasil penelitian ini menemukan bahwa terdapat pengaruh positif dan signifikan terhadap variabel kualitas produk terhadap persepsi kualitas, persepsi nilai, citra merek, sensitivitas harga, dan niat beli pada Benefit Brow

Kata Kunci: *Intensitas Pembelian, Persepsi Kualitas, Persepsi Nilai, Citra Merek, Sensitivitas harga*

CHAPTER I

INTRODUCTION

1.1 Study Background

Women today are constantly being reminded of what is considered beautiful. According to Britton (2012), women always want to be perfect, adored and also want to get compliment for anything they do. Women do many things to be perfect, or at least to be the one who get people attention. They always want to follow the trend, at least not being the ones who are out-of-date. Therefore, they focus on the appearance is something that is important on the first impression when people meet face to face. Not hypocritical, face is the first thing that people see. One thing that has become common routine nowadays for women is applying makeup. Therefore makeup label is something that build someone's attractiveness, or 'Instant Attractive' by some people. According to Cash & Cash's (1982) study; "Ladies' Use of Cosmetics," open hesitance is decidedly related with corrective use. Since there are numerous ladies who are need confidence and furthermore unsure, it bodes well that enhancements are utilized to mix into a universe of magnificence these hesitant ladies don't fit into. Embellishments could go from a couple of dress, cosmetics, gems, and so on., anything that makes an individual vibe better and increasingly alluring. Guthrie, Kim and Jung (2008) noticed that individuals utilized restorative items to improve their appearance and tell their own style or creative inclinations to others. Individuals accepted that subsequent to utilizing beauty care products, they would get prettier and have more certainty when they meet others. Subsequently, the

market will grow quick when individuals need to buy restorative items. According to Aidnik (2013). bundling and promoting are immense markets that keep on developing. In beautifying agents, numerous organizations depend on bundling and promoting to attract purchasers. Except if a buyer has recently utilized an item, the bundling will be a noteworthy piece of their choice to buy an item. Clients structure an assessment about the item dependent on its general appearance before taking a gander at the fixings or the sticker price. Package redesign has become one of main factors of marketing that attract customers and leads to do purchase intention.

In this modern society, many company rely on packaging in order to attract buyers. Packaging is constantly become a 10-second advertising that could be one biggest factor for customers to purchase the product itself. Packaging becomes a significant part of the decision of purchasing

Packaging also acts as advertising of the product itself. Jeanine Lobell, CEO of Stila Cosmetics, stated that, “I accept that a wonderful bundle sets up desire for an extraordinary item, yet shoppers expect decent bundling from a costly (and probably, great) item. "In excellence, the involvement with purpose of-offer (POS) remains the most significant,”

Packaging means to seduce customers, to attract customer’s attention and to influence purchase intention. Packaging should be able to portray quality, because it is important to understand the factors that influence consumer perceptions of price, value, and quality of the products relative to the packaging. According to

Aidnik (2013), cosmetic packaging serves several important functions other than its primary purpose of housing the product, including helping customers identify the specific brand through consistent shape, color, graphics, and design, across all the products within the brand. According to Kokoi, (2011) on their books “Female Buying Behavior Related to Facial Skin Products” packaging adds to the general feel and picture of a brand; great bundling sign to buyers that the item inside is high caliber. As in different businesses, "beauty care products organizations attempt not exclusively to offer a brand to purchasers yet additionally a picture that is related with specific attributes or characteristics. According to Sarah Aidnik (2013) organizations expect that they ought to make bundling look as high caliber as could reasonably be expected, anyway that isn't really valid for all shoppers. Bundling ought to be suitable for the earth in which the item will be sold. Items might be disregarded for either extraordinary; bundling looking "excessively pleasant", prompting the discernment that the item is excessively costly or the purchasers will pay for the bundling itself, or bundling looking "excessively modest", driving shoppers to see the item as low quality.

Demographics factors like occupation become one of factor that affect on purchase intention in make up. A study by Parmar and Gupta (2007). centers around understanding the statistic factors impacting the utilization of corrective, which incorporates age, occupation and pay. The significant discovering was that age, occupation, and pay impact the reasons in utilization of beautifiers In a study by Makkar and Sehra (2007), it was observed that the increasing size of the

middle-class population in India, representing a growth of disposable incomes, has led to more consumers for the cosmetic market.

Current way of thinking gives such summed up definition: "Quality is fundamental clearness of topic under which it is this topic yet not another varying from other topics. When in doubt, quality doesn't go to its individual peculiarities...idea of value is associated with target truth of topic" (Slovar, 1987). The meaning of value can be the foundation for advancement of applied meanings of value satisfactory to current monetary atmosphere.

As indicated by Martynova (2011), the greater part of every single, quality impact such aftereffects of exercises of big business as deals income, costs for remedy of item deformities, and quality affirmation. Costs for quality confirmation and rectification of impacts are very unique for endeavors of different enterprises. In this way, it isn't practical to utilize supreme estimation of the costs in the equation. It is smarter to examine their variety during the time of usage measures concerning quality improvement.

The most significant thing for clients is distinction between esteem item use just as genuine expense and operational expense. Along these lines, characterizing quality will mull over the expense of conclusive item basing on change in item worth and its expense during the period under examination.

A study by Parmar & Gupta (2007). In one study by Makkar & Sehra (2007), it was observed that the increasing size of the middle-class

population in India, representing a growth of disposable incomes, has led to more consumers for the cosmetic market. Most research on customer satisfaction has been performed in the consumer arena (Homburg & Rudolph 2001). This is significant because consumer behavior has been largely examined as discrete transactions and has consequently ignored the relationship aspect of most organizational buying (Dwyer, Schurr, & Oh 1987). Nevertheless, the most widely accepted model of consumer satisfaction, the disconfirmation paradigm, is applicable to organizational buying situations as well (Patterson, Johnson, &Spreng 1997). However, in some cases the improvement of purchaser saw esteem depends on utilization experience that can be very much transmitted (Williams, 2006), while saw worth can enable the business to all the more likely comprehend utilization practices of shoppers (Petrick, 2004).

This thesis will discuss the impact of packaging redesign to purchase intention. With the rising worldwide costs of crude materials and items, the pattern of rising work necessities is pulling in more concerns. A few items, for example, milk and espresso, alter costs straightforwardly, a few items, for example, Coca-Cola, change bundling plan and canister limit. These are value modifications that lead to changes of perceptible contrast among purchasers (Britt, 1975). Rundh (2005), suggested from a managerial point of view, packaging needs to fulfill several functions to emphasize the logistic functions at the package provide convenience in handling and storing the product. In marketing literature also stated that packaging playing an important role as a marketing tool in many

market areas by protection, promotion and users convenience. For exporting company, packaging will vary as a function of transportation mode, transit condition and time of transit.

Without packaging, we could not manage the supply of everyday commodities and packaging makes it possible to distribute. The shopper perspectives on saw worth can be estimated from the money related, quality, advantage and social-mental angles (Kuo et al., 2009). The buyer sees the merited apparent expenses and non-financial penance, for example, time utilization, vitality utilization and brand affiliation (Bolton and Lemon, 1999; Yang and Peterson, 2004; Chen and Tsai, 2008). Zeithaml (1988) and Monroe (1990) proposed that general apparent worth positively affects buy aim, and buy aim is produced based on buyer's apparent estimation of value advancement or in general help. Numerous applicable investigations have called attention to that client' s saw worth will emphatically influence social expectation (Fredericks and Salter, 1995; Parasuraman and Grewal, 2000). Informative highlights of bundling are significant in increasing an upper hand (Nancarrow et al., 1998). Visual and educational components on bundling and bundling structure impact buyer decision at the spot of procurement (Silayoi and Speece, 2004, 2007). These informative components may contain pictures, including, for example a logo, print textual styles and representations (Polonsky et al., 1998; Underwood and Ozanne, 1998; Underwood et al., 2001; Silayoi and Speece, 2004; Rundh, 2009), the introduction of brand (Pieters and Warlop, 1999; Underwood, 2003; Wells et al.,

2007) and other outward signals, for example, shading and oddity plan (Schoorsman and Robben, 1997; Garber et al., 2000; Underwood et al., 2001). One basic precept of our investigation is that "bundling" is a multidimensional build. In quest for esteem creation, advancement ventures need to consider the various jobs of bundling as for the various entertainers working in the generation, dispersion, utilization, and post-utilization periods of the advertising procedure. In addition, bundling ought to be structured and executed with an awareness of other's expectations towards the physical condition and in consistence with social guidelines.

This implies, thusly, that between utilitarian groups answerable for the arranging of advancement technique must have an inside and out comprehension of something beyond buyers' needs and needs. They should likewise worry about the natural qualities of the items, the desires for retailers, the coordinations of transport and conveyance, the bundling materials accessible, the apparatus, and generation forms, the ecological presentation of the proposed bundling, and numerous other interceding factors (Coles et al., 2003).

Value affectability on the individual adopter level gives off an impression of being proportionate to the idea of value cognizance for a potential purchaser of any item. Value awareness has been characterized as "how much the person in question is reluctant to follow through on a significant expense for an item and ready to cease from purchasing an item whose value is unsuitably high" (Monroe,

1990). Value awareness is identified with the value adequacy level just as to the width of scope of value worthiness (Lichtenstein et al., 1988). People, who are cost cognizant, are commonly not ready to address significant expenses for the item being referred to. Moreover, the scope of worthy costs is moderately thin for cost cognizant people. (Connection, 1997)

Zethaml (1988) recommended that buyer buy expectation is liable to saw quality, esteem, target cost and item property. On the off chance that the apparent worth is higher, the buy aim will be higher. Keller (2001) called attention to that buy goal could be viewed as a key pointer to anticipate utilization conduct. Blackwell, Miniard and Engel (2006) recommended that buy expectation alludes to the item that the buyer needs to purchase. Schiffman and Kanuk (2004) demonstrated that buy aim is to quantify the plausibility of purchasing certain item by the customer.

1.2 Research Question

Based on description above, this study will focus on how packaging redesign affect on customer purchase intention, purchase behavior also perceived value and shopping orientation toward Benefit brow collection redesign packaging. The following are specific issues that will be investigated in this study:

1. Does Perceived Quality significantly influence perceived value?
2. Does Brand Image significantly influence perceived value?
3. Does Perceived Value significantly influence purchase intention?

4. Does Perceived Value, moderated by price sensitivity, significantly influence purchase intention.

1.3 Limitation Research

1. This research only takes Indonesian women who wears make up on daily bases.
2. This research shows the main design product only by photo references.
3. This Research only examines make up by a particular brand only.

1.4 Research Objective

This study aims for examining that does package redesign and perceived value could influence and affect purchase intention, purchase behavior and shopping orientation. The specific objects of this research study are:

1. To investigate whether perceived Quality has a significant influence on Perceived Value
2. To investigate whether Brand Image has a significant influence on Perceived Value.
3. To investigate whether Perceived Value has a significant influence on Purchase Intention.
4. To investigate whether Perceived Value, moderated by Price Sensitivity,
5. has a significant influence on Purchase Intention.

LITERATURE REVIEW

1.5 Research Benefit

3.1 For Academic Purpose

The result of this study are expected to provide benefit for further research, and contribute to understanding the important parts of package redesign in a product, also the important roles of perceived value affect on purchase behavior and shopping behavior and also elucidate the next researcher to investigate further.

3.2 For Companies

The results of this study are expected to help company make decision for package redesign for a product and factors to consider in package redesign. This research also helps company enlighten some factors to increase purchase intention.

CHAPTER II

LITERATURE REVIEW

2.1 **Theoretical Review**

This study aims to examine package redesign that leads to purchase intention, and perceived value that leads to purchase behavior and shopping orientation. Thus, this chapter will explain the definition of purchase intention, perceived value, purchase behavior and shopping orientation and later how they relate to each other before making research hypothesis.

2.1.1 Perceived Quality

According to Zeithaml (1988), perceived quality refers to the consumer's a ssessment of a product or service's excellence or international supremacy.
Perceived quality is a critical element for consumer decision-making; consequently, consumers will compare the quality of alternatives with regard to price within a category (Jin and Yong, 2005). According to Davis *et al*. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Item saw quality legitimately impacts buy expectation. Clients have a few observations about the item quality, cost and styles before going to obtaining the item. In the wake of utilizing the item, buy aim increments just as diminishes, in light of the fact that it has direct relations, which influence one another. In the event that the quality is high, the buy

expectation of client is additionally high. (Salem, Ghafar, Ibrahim, Yousuf and Ahmed 2015). All in all, when clients see high caliber, the item addresses clients' issues, which, thus, prompts their fulfillment and steadfastness (Juran and Gofrey, 1999). Rust and Oliver, (1994) proposed two contrasts between apparent quality and fulfillment. The clients considered apparent quality as an increasingly explicit idea dependent on item and administration highlights. The organization can have a level of command over quality. In this way, it is recommended when seen quality is viewed as by and large evaluations, at that point apparent quality is comprehended as the wellspring of fulfillment (Llusar et al., 2001). Quality is commonly defined as meeting or exceeding customer needs and expectations (Kano, 1984). The impact of product quality on competitive advantage is obvious. Providing high-quality products builds brand equity for a firm, leading to a price premium for its products. Baker and Fesenmaier (1997) assert that the perceived quality of services is one of the primordial variables for the organizations to get sustainable competitive advantages. For this reason, the concern with the quality perceived by the customers became a basic condition for the providers that want to survive and to grow in a competitive market. Product quality perception, pressure from the ultimate consumer and loyalty give impact to purchasing decisions. Quality is important for retailers' loyalty; if they are satisfied with their purchase, they are more likely to repurchase (Davis-Sramek et al., 2009). Retailer awareness, retailer association, retailer perceived quality and retailer loyalty are positively related to purchase intention (Das, 2014). Zeithaml (1988) indicates perceived

quality as a higher-level attribute because it is a more complex concept, determined by perceived price, intrinsic attributes, and extrinsic attributes of the product. However, perceived value is an even higher-level concept than perceived quality because first, value is more individualistic and personal than quality. Second, a value is the trade-off between get and give components that may include the trade-off between perceived price and perceived quality. Thus, Zeithaml (1988) recommends that apparent cost will decide apparent quality, just as saw cost and saw quality will decide apparent worth. Seen quality can likewise make clients' apparent worth (Dodds, Monroe, and Grewal, 1985). As indicated by Woodruff and Flint (2014), client's apparent worth is "the judgment about the integrity or disagreeableness of an encounter, a perceptual condition of being". Clients could pass judgment on the item's incentive as indicated by the item offering (Yannacopoulos, 2014). In an item, the parts of value are critical to clients seen esteem (Lapierre, Filiatrault, and Chebat, 1999)

H1: Perceived Quality has significant positive impact on Perceived Value

2.1.2 Brand Image

According to Liao and Chao (2016), brand is described as an image that can be reviewed by general society, which makes a valuable brand, significant and easy to remember by the people (Aaker, 1997). Brand picture was made to cause people to consider everything from the business side, so as to be clearly portrayed brand picture can benefit the association eventually (Gun, Perreault, and McCarthy, 2009; Morgan and Chase, 1994). Keller (1993) refered to the image of

the brand as a thought that is acknowledged by the customers on account of conceptual reasons and their own special emotions. Brand picture is in like manner insinuated as the customer's impression of either the clarification or perceiving premise or through more sentiments towards a specific brand (Malhotra, 2010; Gun, Perreault, and McCarthy, 2009; Assael, 2004).The consumer treats the brand as an interactive partner and develops a relationship with the brand during consumer-brand interactions over time. By connecting to the brand, consumers seek immaterial, emotional, psychological, and even sociocultural benefits from the brand in addition to the material values of the brand (Aurier and Lanauze, 2012).

H2: Brand Image has significant positive impact on Perceived Value

2.1.3 Perceived Value

The expression "esteem" utilized in this investigation alludes to a judgment of inclination by shoppers (Gan et al., 2005). Worth is the hole between purchaser saw benefits and saw costs (Day, 1990; Leszinski and Marn, 1997). Worth discernment may likewise vary as per the use circumstance (Anckar and D'Incau, 2002). Worth is an "element of the general quality and cost of the association's items and administrations contrasted with the challenge" (Mokhtar et al., 2005). Dodds, Monroe and Grewal (1991) fought that evident worth is a trade off of make or organization quality and cash related cost. Zeitthaml (1988) proposed that

apparent worth is the shopper recognition dependent on increases and misfortunes, that is, the general evaluation of item utility. Mathwick, Malhotra and Rigdon (2001) called attention to that apparent worth is a condition of view of item quality and administration execution of the purchaser. Through intelligent procedure, it can advance or avoid the accomplishment of the objectives of the purchaser. The expansion of purchaser view of item advantages or quality can reinforce buyer saw esteem (Dodd, et.al, 1991; Zeithaml, 1988). The age of high-saw worth can improve esteem and increment benefit just as upgrade the purchaser saw estimation Of moderately more significant expense (Foxall and James, 2003). Goldsmith, Kim, Flynn and Kim (2005) contended that value affectability is the response of the shopper toward changes in value level and costs. Wakefield and Inman (2003) recommended that, if the purchaser takes a stab at low value, it implies that he/she is value touchy. The impression of significant worth (saw esteem) is reflected in the view of value that is likewise influenced by the value discernment among clients with high association, so it tends to be inferred that the impression of significant worth can likewise be assessed from the nature of the brand (Fianto 2014). According to Utility Theory, the probability of purchase intention will increase, when consumers acquire more benefits than they pay for a product (Dickson & Sawyer, 1990). Thaler (1985) also considered that perceived value is an important antecedent to influence consumer purchase intention because it is the composition of transaction utility and acquisition utility.

H3: Perceived Value has significant positive impact on Purchase Intention

2.1.4 Price Sensitivity

Relating to a customer "overall reaction to prices", price sensitivity can be defined as how consumers feel about paying the price of an offering (Goldsmith & Newell 1997). Monroe (1973) contended that value affectability is the degree of observation and response of the customer when item or administration value changes. Wakefield and Inman (2003) called attention to that the response level of individual shoppers to cost can be separated into the value affectability of the buyer before buy and the response of customer to value alteration of explicit ventures or products after buy. Petrick (2005) called attention to that value affectability is worried about shoppers of moderately more significant level of affectability in settling on buys choices as the level of such customers to purchase limited wares is generally higher. At the point when the customer has more information about item and value, the degree of value affectability will be higher (Huber, Holbrook, and Kahn, 1986). At the end of the day, the customer' s information about the item and buyer value affectability is decidedly associated (Goldsmith et al., 2005

H4: With Price Sensitivity as moderating variable, customer product Perceived Value has significant impact on Purchase Intention

2.1.5 Purchase Intention

Keller (2001) called attention to that buy aim could be viewed as a key

marker to foresee utilization conduct. Blackwell, Miniard and Engel (2006) proposed that buy expectation alludes to the item that the customer needs to purchase. Schiffman and Kanuk (2004) demonstrated that buy goal is to gauge the plausibility of purchasing certain item by the shopper. This examination recommends that buy goal is the probability of purchasing certain item by the shopper. Howard and Sheth (1969) first built up the hypothesis of purchaser conduct, with an accentuation on rehashing a buy. Their model was an endeavor to clarify brand decision conduct in basic leadership. Future buy goal is principally considered as a post-buy process (Wilkie, 1994; Blackwell et al., 2001; Solomon et al., 2006). Analysts accepted that since post-buy aims are every now and again used to foresee customers' future conduct (Jones et al., 2000; MacDonald and Smith, 2004; Wierenga, 2008; Kuo et al., 2009; Kuo and Wu, 2012), they are of high noteworthiness in basic leadership (Perugini and Bagozzi, 2001; Bagozzi and Dholakia, 2006). Perugini and Bagozzi (2001) expressed that past conduct can empower shoppers while basic leadership, finishing off with help of or prevention in buy basic leadership. Maxham and Netemeyer (2002) referenced that fulfillment can support informal exchange and post-buy expectation, which is the likelihood of rehashing the buy since the buyer is pleased. Then again, disappointment with the buy experience can end in purchaser's regret (Solomon et al., 2006; Cooper, 2007; Lake, 2009; Bui et al., 2011). Fishbein (1975) proposed that particular conduct expectation is an individual's emotional likelihood, and buy aim is the abstract inclination of an item or a brand, which can be utilized as a significant record to foresee buyers'

conduct. Gary M. Mullet and Marvin Karson (1985) feel that buy goal is buyers' disposition toward an item or administration affected by outside variables. Aim" alludes to a person's conduct to achieve certain ideal future objectives. It likewise alludes to in the case of, during the basic leadership process, customers choose to receive certain practices. Bendall-Lyon and Forces (2004) characterized aim as buyers' impression of their future conduct. This implies when shoppers have a more grounded aim toward a specific conduct, they have a more noteworthy likelihood of doing this conduct later on. High shopper inspiration is the most ideal approach to anticipate the plausibility of specific customer conduct later on (Molinari, Abratt, and Dion, 2008). Understanding shoppers' buy aim serves to personality explanations behind their buy choices. When variables affecting customers' buy expectation have been recognized, relating modifications and upgrades to advertising methodology can be made, delivering advantageous answers for pull in more buyers and reinforcing business development (Cretu and Brodie, 2007). Brands with a decent picture can build customers' reliability to the brand and trust in its items, in this way fortifying buyers' buy aim (Aaker and Keller 1990; Lee, Shin, Park, and Kwon, 2010)

2.2 Conceptual Framework

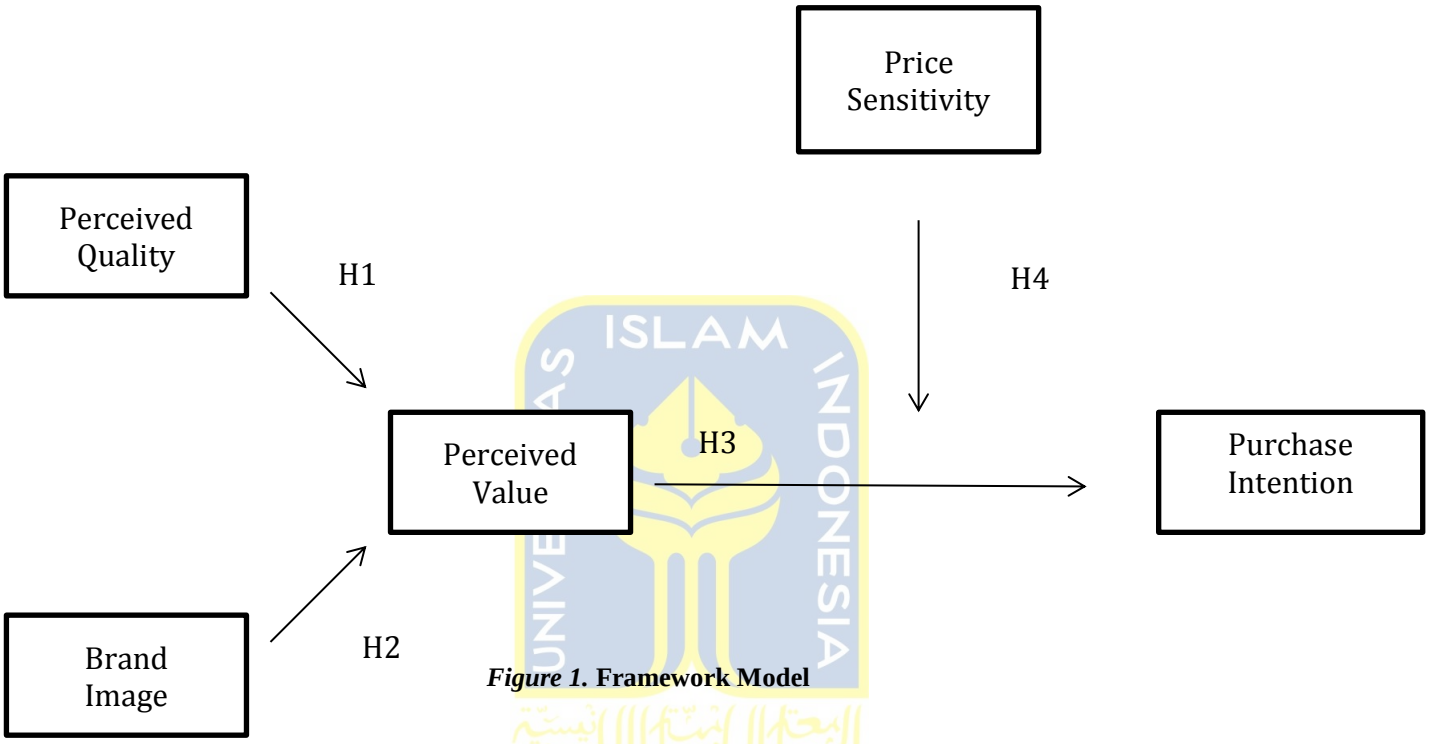

Figure 1. **Framework Model**

CHAPTER III

RESEARCH METHOD

3.1 Types of Research

Quantitative approach was used in this research method by using survey and questionnaire as the research instrument and also using item rating scale to assess data from 200 respondents who are have experienced in using brow product. This research used primary data as data collection method. The primary data were gathered by conduct the survey.

3.2 Population and Sample

This research took place in Indonesia and the populations of this research are Indonesian women. The range of age varied from the age of young to old and has experience on purchasing and using brows makeup product. The respondents who had never used brows makeup product were not a part of sample subject. This research's target was to get the result from 200 respondents by filling out the questionnaires, while the selection of respondents was done by convenient sampling. The determination of the number of samples is based on analysis tool that is used to test the hypothesis, which is Structural Equation Modeling (SEM). SEM required the sample size amount should be 5-10 times the number of observations for each of the estimated parameters or indicators used (Ferdinand, 2006).

3.3 Data Collection Technique

This research used primary data as the source of information. Primary data is a source of research data obtained directly from the original sources of respondents by answering the questionnaire distributed by the researcher (Peersman, 2014). The data needed were:

a) Respondent identity
b) Influence of perceived value toward purchase intention and price sensitivity
c) Influence of perceived quality and brand image towards perceived value
d) Influence of price sensitivity towards purchase intention

In addition, demographic variables such as gender and age were included in the model as control variables

3.4 Data Collection Method

In this research, the researcher used quantitative type of research. For these reasons, the researcher made a list of questions, statements to measure value of each variable. In addition, to measuring the value of each statement and question, the researcher used Likert Scale as a reference. Likert scale is a tool to measure every item or question having a scale choice (Brown, 2010). A 6-point Likert item will be used in the questionnaire. The lowest scale is 1 (one) that

represent strongly disagrees and the highest is 6 (six) that means strongly agree. The example can be seen as follow:

1	2	3	4	5	6

Information

1. Strongly disagree
2. Disagree
3. Slightly disagree
4. Slightly agree
5. Agree
6. Strongly agree

3.5 Research Variable

There were six variables used in this research. These variables were categorized into four kinds. They were independent variable, mediating variable, moderating variable and dependent variable. Furthermore, each variable was explained as follows:

3.5.1 Perceived Quality

Perceived quality can also be meaningful to retailers, distributors and other channel members and thus aid in gaining distribution. Perceived quality is the key dimension associated with brand equity. The higher customers' expectation to purchase a product belonging to a brand the

higher their willingness to recommend that brand to others (Ewing, 2000). In general, when customers perceive high quality, the product meets customers' needs, which, in turn, leads to their satisfaction and loyalty (Juran & Gofrey, 1999). This research refers to indicators explained by Afsar, (2014); The indicators are as follow:

a) This product has something new that cannot be found in other product
b) This product is very friendly to my body
c) This product friendly to my skin
d) This product has improved my social status
e) This product improves my social status
f) This product is always a good quality product
g) I always feel impressed by using this product
h) This product always does its basic job very consistently

3.5.2 Brand Image

Keller (2003) and Biel (1992) stated that a positive Brand Image creates when a customer associate him/herself with a particular brand with unique association and that person could recommend that brand to another person and hold a positive attitude towards that brand. This brand Image has a direct impact on the purchase behavior of the consumer. This

research refers to indicators explained by Afsar, (2014); The indicators are as follow:

a) This brand is more advanced than any other brand of this kind
b) This brand belongs to socially responsible company
c) This brand has distinctive competence that no other brand can imitate
d) It always comes with unique functions that distinguishes it from other brand
e) It is more concerned about customers
f) It is a sophisticated brand

3.5.3 Perceived Value

Based on Williams and Sutar (2005) idea, the obtained results from perceived value-based studies can represent marketing, promoting, and classifying market better, because consumers perceptions is a proper resource to develop services. Using developed and moderated criterions of the perceived value perception will give this opportunity to retailers to compare various products and plans values. This research refers to indicators explained by Petrick, (2002); The indicators are as follow:

a) The quality of this brand is reliable
b) The quality of this brand is consistent

c) This brand makes me feel good

d) This brand gives me a sense of joy

e) This brand is worth the money

f) This brand is fairly priced

g) This brand is easy to buy

h) This brand required little effort to buy

i) This brand has a good reputation

j) This brand is well respected

3.5.4 Price Sensitivity

Miller (2006) defines price sensitivity as the consumer's awareness of what the consumer perceives as a cost window to buy a particular product or service. Price sensitivity indicates a change in consumer's wishes as a result of a price reduction or increase. This research refers to indicators explained by Goldsmith, Flynn (2002); The indicators are as follow:

a) In general, the price or cost of buying a product is important to me

b) I know that a new product is likely to be more expensive to be more expensive than the older ones, but that doesn’t matter to me

c) I don’t mind paying more to try out a new product

d) An excellent product is worth paying more money

e) I don’t mind spending more money to buy a product

3.5.5 Purchase Intention

Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). This research refers to indicators explained by Sharifi (2014); The indicators are as follow:

a) I intend to purchase from this product next time

b) I will recommend this product to my family or friend

c) The probability I would consider buying from this brand is high

Validity and Reliability (Pilot Test)

In this research, validity test was done as the first and basic indicator to measure and analyze whether the variable indicator could explain the variable observed or not. The aftereffect of the exploration is controlled by how precise a poll could speak to the respondents' answers. The indicator is categorized as valid when the correlation value is greater than or equal to 0.3 (≥0.3). However, if the

correlation value of an item is lower than 0.3 in the validity test, the indicator item is considered as invalid.

Moreover, the reliability test is intended to discover the consistency of the estimation apparatuses. The outcome given by unwavering quality test is moderately predictable if there is re-estimation in a similar subject. The unwavering quality of an estimation demonstrates that the estimation device is less one-sided or in the middle of the road level of mistake, and consequently, offers steady estimation over the different things utilized as the instrument of the examination (Sekaran, 2000). A solid estimation apparatus will give a dependable outcome that is additionally important to the variable utilized. In the event that the information is applicable to the truth condition, the aftereffect of any estimation led in the following time frame will consistently be the equivalent.

Unwavering quality test was led with SPSS by contributing the inquiries in SPSS to be dissected. It utilized the estimation of alpha coefficient from Cronbach (α), which must be ≥ 0.6. Hence, the estimation apparatus of the examination will be arranged as dependable in the event that it passes least estimation of the Cronbach Alpha.

400 Surveys was spread to examine the legitimacy and unwavering quality test. The quantity of the explanations that was written in the survey were assessed as pursues:

:

1. Perceived Quality has eight indicators.
2. Brand Image has six indicators.
3. Perceived Value has ten indicators.
4. Price Sensitivity has five indicators.
5. Purchase Intention has three indicators.

Table 3.1 ***Pilot Test Result***

Variable/Indicator	Correlation	Cronbach's Alpha	Cut Off	Label
Perceived Quality		0.733	0.600	Reliable
PQ1	0.549		0.300	Valid
PQ2	0.730		0.300	Valid
PQ3	0.528		0.300	Valid
PQ4	0.737		0.300	Valid
PQ5	0.735		0.300	Valid
PQ6	0.649		0.300	Valid
Brand Image		0.824	0.600	Reliable
BI1	0.682		0.300	Valid
BI2	0.634		0.300	Valid
BI3	0.762		0.300	Valid
BI4	0.884		0.300	Valid
BI5	0.721		0.300	Valid
BI6	0.813		0.300	Valid
Perceived Value		0.848	0.600	Reliable
PV1	0.591		0.300	Valid
PV2	0.579		0.300	Valid
PV3	0.642		0.300	Valid
PV4	0.757		0.300	Valid
PV5	0.636		0.300	Valid
PV6	0.546		0.300	Valid
PV7	0.672		0.300	Valid
PV8	0.670		0.300	Valid
PV9	0.795		0.300	Valid
PV10	0.625		0.300	Valid
Price Sensitivity		0.763	0.600	Reliable
PS1	0.495		0.300	Valid
PS2	0.788		0.300	Valid

PS3	0.868		0.300	Valid
PS4	0.753		0.300	Valid
PS5	0.656		0.300	Valid
Purchase Intention		0.694	0.600	Reliable
PI1	0.683		0.300	Valid
PI2	0.845		0.300	Valid
PI3	0.847		0.300	Valid

Source: Primary Data 2019

3.6 Data Analysis Technique

This research is using SPSS for validity and reliability tests. Beside that, hypothesis testing for the fifth and sixth hypothesis was analyzed using moderated regression analysis on SPSS. Then, AMOS was used to conduct data analysis for the first until the fourth hypothesis. There are three steps to direct the investigation. To start with, the example information was dictated by utilizing SPSS and by directing a pre-test among 70 clients to test unwavering quality and legitimacy. Also, to test inquire about speculations and model wellness, the scientist utilized SEM (Structural Equation Modeling) investigation in AMOS application. In conclusion, SPSS was utilized again to test the fifth and the 6th speculation utilizing directed relapse investigation.

SEM (Structural Equation Modeling) examination was utilized to break down the essential information got and test the created speculations. SEM was likewise used to create the outcome from the information. SEM enabled the analyst to test and gauge the wellness of progressively entangled structures all the while between numerous exogenous and endogenous with numerous pointers

(Sarjono and Julianita, 2015). This system was directed to examine the relationship among Perceived value, Brand Trust, Brand Affect, and .Customer Loyalty.

3.6.1 Respondent Characteristic

In this part of the research, it explains the demographic characteristic of the respondents. The demographic characteristics that were explained are age, gender, income, and frequency of wearing make up from our respondents.

3.6.2 Descriptive Analysis

Descriptive analysis was done to portray the normal of respondents' reacts of every thing in the poll. Spellbinding investigation is a lot of brief graphic coefficients that abridges a given informational index, which can either be a portrayal of the whole populace or an example (Zikmund, 2003).

3.6.3 Model Development Based on Theory

Structural Equation Modeling (SEM) s a measurable system that can be utilized to lessen the quantity of watched factors into fewer idle factors by looking at the covariation among the watched factors. SEM enabled specialists to test hypothetical recommendations with respect to how builds are hypothetically connected and the directionality of noteworthy connections (Schreiber, Nora, Stage, Barlow, and Lord, 2006).

SEM has been depicted as a blend of exploratory factor examination and different relapse which is to a greater degree a corroborative system, yet it can likewise be utilized for exploratory purposes..

3.6.3.1 Goodness Fit Criteria

a) Chi-Square (X^2)

The chi-square is used for hypothesis testing to evaluate the appropriate of a basic condition model. On the off chance that the distributional presumptions are satisfied, the chi-square test assesses whether the populace covariance grid is equivalent to the model-inferred covariance network or not.

At the point when all is said in done, high chi-square characteristics in association with the amount of degrees of chance show that the masses covariance structure and the model-induced covariance organize basically differentiate from each other. As the residuals, the parts of exploratory covariance cross section less the model recommended covariance arrange, when it is the more like zero, the better the model wellbeing. The master is enthused about obtaining a non-basic chi-square a motivating force with related degrees of chance. If the p-regard related with the chi-square worth is more vital than 0.05, the invalid theory is recognized and the model is seen as great with the people covariance arrange. For this circumstance the test communicates that the model fits the data. In any case, there still exists

vulnerability that different models may fit the information similarly well

.

b) RMSEA (Root Mean Square Error of Approximation)

Root Mean Square Error of Approximation (RMSEA) is an estimation of rough fit into the populace. RMSEA worried about the inconsistency because of guess. RMSEA is assessed by the square base of the evaluated error because of guess per level of opportunity. RMSEA is viewed as moderately free example size and furthermore supports miserly model.

The RMSEA is limited underneath zero. Schermelleh (2003) characterized a nearby fit as the RMSEA esteem, which is not exactly, or equivalent to 0.05. In spite of the fact that there is a general understanding that the estimation of RMSEA for a decent model ought to be under 0.05, a RMSEA inside the scope of <0.10 could even now be endured. It very well may be classified that, the estimation of ≤0.05 is considered as a solid match, the incentive somewhere in the range of 0.05 and 0.08 is a satisfactory fit, and the incentive somewhere in the range of 0.08 and 0.10 as the fair fit. While the estimation of >0.10 isn't adequate

.

c) GFI (Goodness of Fit Index)

The Goodness-of-Fit-Index (GFI) measuring the overall measure of the differences and covariance on the experimental covariance network that is anticipated by the model-inferred covariance lattice. GFI could possibly suggest testing on how great the model fits when contrasted with "no model by any means" (invalid model), or it very well may be said when all parameters are fixed into zero.

At any times, negative GFI may happen. In any case, the typical standard is that 0.95 is a marker of solid match comparative with the benchmark model, while the qualities more prominent than 0.90 are normally translated as demonstrating a satisfactory fit (Schermelleh 2003).

d) AGFI (Adjusted Goodness of Fit)

The main function of Adjusted Goodness-of-Fit Index (AGFI) is for modify inclination because of model multifaceted nature. The AGFI modifies the model's degrees of opportunity comparative with the quantity of watched factors and in this manner compensates the less mind boggling models within less parameters. The AGFI approaches the GFI. A standard for this list is that 0.90 is a marker of solid match comparative with the pattern model, while

worth, which is more noteworthy than 0.85 might be considered as an adequate fit (Schermelleh 2003).

e) TLI (Tucker Lewis Index)

Tucker–Lewis index (TLI) is additionally called the nonnormed fit file (NNFI) while change in accordance with the TLI is known as the relative fit list (RFI). As indicated by Haryono and Wardoyo (2012), TLI was initially utilized as a device to assess the factor investigation, which is later created to SEM. This estimation consolidates stinginess size into correlation record between the proposed model and invalid model and the TLI esteem that extents from 0 to 1.0. TLI prescribed worth is equivalent to or more prominent than 0.09.

f) CFI (Comparative Fit Index)

As referenced by Schermelleh, et al. (2003), the Similar Fit Record (CFI), a reasonable variation of the Relative Noncentrality File (RNI), which is made by McDonald and Bog (1990), keeps up a key good ways from the underestimation of fit. This is regularly noted in little models for Bentler and Bonett's (1980) Normed Fit Record (NFI).

The CFI ranges from zero to one with higher worth that shows better fit. A standard for this record is that 0.97 is a marker of

strong match near with the free model, while the value, which is more conspicuous than 0.95 may be deciphered as a commendable fit. The estimation of 0.97 had all the earmarks of being continuously reasonable as an indication of a respectable model fit than the normally communicated cut off estimation of 0.95. Stood out from the NNFI, the CFI is one of the fit records, which is less affected by test size (Schermelleh, et al., 2003).

3.6.4 Model Interpretation and Modification

A model is acceptable when it is able to make a modification index to recover theoretical justification or goodness of fit. Thus, the model modification must have a consideration. The modification model must be cross validated (estimated with separated data) before the modification model is accepted or it shows the value of absolute fit model from the default model with a relatively acceptable value of Chi-square. It is shown by the significant probability level. Therefore, it requires a modification (Ghozali, Imam, & Fuad, 2008). It can be seen in Table 3.2

Table 3.2 ***Goodness of Fit Index***

Goodness of Fit Index	**Cut off Value**
Degree of Freedom (DF)	Positive (+)
X^2 (Chi-Square)	Small value
Significance Probability	$\geq$ 0.05

Table 3.2 ***Goodness of Fit Index***

Goodness of Fit Index	**Cut off Value**
CMIN/DF	≤ 2.00
GFI (Goodness of Fit Index)	≥ 0.90
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
AGFI (Adjusted Goodness of Fit)	≥ 0.90
TLI (Tucker Lewis Index) CFI (Comparative Fit Index)	≥ 0.90 ≥ 0.90

3.6.5 Classical Assumption Test

Before conducting the regression test on the research hypothesis, firstly classical assumption test including normality test, multicollinearity test, and heterocedasticity test must be performed (Sujarweni, 2014, p. 181).

Normality test directed to test the typicality of the information appropriation. This test is finished by taking a gander at the likelihood plots and contrasting the combined dissemination of genuine information by taking a gander at the spread of the information (focuses) on the askew hub of the chart or it can likewise be seen from the histogram of the leftover.

Heterocedasticity test is led to test the fluctuation of the relapse residuals which isn't rise to starting with one perception then onto the next perception. In relapse, one of the suspicions that must be met is the change of the residuals from observational information to the perception that others don't have a particular example. This equivalent example isn't demonstrated

by the worth that isn't approach among the change of the residuals. The side effects of inconsistent change are called heterocedasticity side effect. This test was done to take a gander at the heterocedasticity side effect on the spread of remaining difference.

Multicollinearity test is a trial of presumption as various relapse examination. Multicollinearity test is utilized to examine the relationship among the autonomous factors. In the event that multicollinearity side effect is found in this relapse model, one-advance to improve the model is to take out factors from the relapse model, with the goal that the model could be fit. Multicolinearity's estimation is VIF test. On the off chance that VIF <10, at that point the multicollinearity doesn't happen in the model (Sujarweni, 2014).

3.6.6 Moderated Regression Analysis

This research used moderated regression analysis to test the fifth and sixth hypothesis because the researcher wanted to predict the value of a variable based on the value of moderating variable. The technique can directly conclude the effect of each independent variable used.

Moderating regression analysis can be formulated using the following equation:

$$Y = a + b_1X_1 + b_2X_1X_2 + \varepsilon$$

Y = Dependent variable

a = Constant value

b_1 = regression coefficient for X_1

b_2 = regression coefficient for moderating variable

X_1 = independent variable

X_2 = moderating variable

ε = residual value

Hypothesis testing for moderating variable can be done using t-test (Sujarweni, 2014). *T* test is used to test the effect of each independent variable partially. By comparing the p-value (sig-t) with the significant tolerated level (5%), it can be used to infer the hypothesis is accepted or rejected.

a. Null Hypothesis (Ho) and Alternative Hypothesis Formulation (H_1)

$$Ho : b_1 = b_2 = 0$$

It means that the independent variable (X) partially does not give a significant influence on the dependent variable (Y).

$$H_1 : b_1 \neq b_2 \neq 0$$

It means that the independent variable (X) partially gives a significant influence on the dependent variable (Y).

b. T-test is used on the statistical test.

c. Ho is accepted, if *P*-value > 0.05

Ho is rejected, if *P*-value < 0.05

3.6.6.1 T- Test

The influence of each independent variables on dependent variable can be seen partially from significant level which is lower than the α determined (α = 0.05). It can be stated that independent variable partially has significant influence toward dependent variable and vice versa (Sujarweni, 2014).

CHAPTER IV

ANALYSIS AND DISSCUSION

This research was conducted by spreading online questionnaires on Google forms and receives around 410 respondents. Furthermore, the obtained data is processed using AMOS 21; the program which aims to explain product quality and brand image influence the perception of value on Benefit Brow product, and explain the effect of perceived value on interest in purchasing products with price sensitivity as a moderating variable. The steps include testing data analysis instruments, analysis of the characteristics of respondents, descriptive analysis of the study variables assessment, test instruments and analysis of structural equation modeling, discussion and conclusion

4.1 Research Instrument Tryout Test

5.1.1 Validity test

Validity test are used Pearson *Product Moment* correlation method, that is by correlating the answer scores obtained from each item, calculated using the SPSS For Windows program computer. Validity test using data try out as many as 70 respondents. If r counts> r table (at the

significance level of 5%) then the question is declared valid (Ghozali, 2005). The r table value is 0.2351; the results of the validity test can be shown in Table 4.1:

Table 4.1
Validity Test Results

No	Variable	Item	Correlation coefficient	r table	Result
1	Perceived Quality	PQ1	0.549	0.235	Valid
		PQ2	0.730	0.235	Valid
		PQ3	0.528	0.235	Valid
		PQ4	0.737	0.235	Valid
		PQ5	0.735	0.235	Valid
		PQ6	0.694	0.235	Valid
2	Brand Image	BI1	0.682	0.235	Valid
		BI2	0.634	0.235	Valid
		BI3	0.762	0.235	Valid
		BI4	0.884	0.235	Valid
		BI5	0.721	0.235	Valid
		BI6	0.813	0.235	Valid
3	Perceived Value	PV1	0.591	0.235	Valid
		PV2	0.579	0.235	Valid
		PV3	0.645	0.235	Valid
		PV4	0.757	0.235	Valid
		PV5	0.636	0.235	Valid
		PV6	0.546	0.235	Valid
		PV7	0.672	0.235	Valid
		PV8	0.670	0.235	Valid
		PV9	0.795	0.235	Valid
		PV10	0.625	0.235	Valid
4	Price Sensitivity	PS1	0.495	0.235	Valid
		PS2	0.788	0.235	Valid
		PS3	0.868	0.235	Valid
		PS4	0.753	0.235	Valid
		PS5	0.656	0.235	Valid
5	Purchase Intention	PI1	0.685	0.235	Valid

		PI2	0.845	0.235	Valid

Source: Primary Data , 2019

Based on Table 4.1, it can be seen that the value of r count, or all correlation coefficients is greater than r table. Thus all questions in the research instrument can be declared as **valid**

5.1.2 Reliability Result

These tests used Cronbach's Alpha formula. A variable is said to be reliable if the value Cronbach alpha (α)> 0.6, namely when the surveillance was conducted with different dimensions of time and will result the same conclusion. The questionnaire reliability test results about product quality variables, brand image, perceived value, price sensitivity and purchase intention, can be summarized as presented in Table 4.2 below.

Table 4.2

Reliability test results

Variable	Alpha Crobach	Limit Minimum	Result
Perceived Quality	0.733	0.6	Reliable
Brand Image	0.842	0.6	Reliable
Perceived Value	0.848	0.6	Reliable
Price Sensitivity	0.763	0.6	Reliable
Purchase Intention	0.694	0.6	Reliable

Source: Primer Data, 2019

Based on the reliability test results in Table 4.2, it can be seen that the value of the Cronbach Alpha coefficient on each variable value is greater than 0.6, if refers to Kurniawan (2010) then all the questions in the research variable are reliable.

4.2 Characteristic Analysis of Respondents

1. Respondent Age

Based on the result of respondents answer about the age of the respondents shown in Table 4.3.

Table 4.3
Respondent Age

Age	Total	(%)
< 17	24	5.9%
17 - 21	104	25.4%
22 – 26	259	63.2%
> 27	23	5.6%
Total	410	100.0%

Source: Primary data, 2019

Based on the age of the respondents, it can be seen that respondents who are between 22-26 years old were 259 people or 63.2%, respondents who are between 17-21 years amounted to 104 people or 25.4% of the total number of respondents, respondents who are less than 17 years 24 people or 5.9% and more than 27 years as many as 23 people or 5.6%. This shows that the largest segments of eyebrow products are young, or teenagers. With the development of the present era, and that there are many beauty influencers on

social media now, there have been many teenagers who have begun to recognize cosmetics and make cosmetics as one of their daily needs. This is what can be considered when choosing the cosmetics business market segmentation. For respondents, they can choose cosmetics from brands that already have been certified by The National Agency of Drug and Food Control of Republic of Indonesia or NADFC (Indonesian: Badan Pengawas Obat dan Makanan), which are of good quality, and will not be harmful to our skin

2. Respondent Monthly Income

The data of 410 respondents about monthly income can be seen in Table 4.4

Table 4.4
Monthly Income

Income	Total	Persentage
1-2 JT	174	42.4%
2-3 JT	63	15.4%
3-4JT	56	13.7%
4JT >	117	28.5%
Total	410	100.0%

Source; Primary Data, 2019

Based on the respondents monthly income, it can be seen that respondents who have income between Rp.1,000,000 up to Rp.2,000,000 as many as 174 people or 42.4%, then for income between Rp.2,000,000 - Rp.3,000,000 as many as 63 people or 15.4%, and there are 117 people who have income more than Rp.4,000,000 or 28.5%. The results showed that the majority of consumers who use make up have sufficient income, which is between 1-2 million per

month, so it is expected that they have a considerable intensity of purchase. The more the income, the higher the intensity of purchases will be.

4.3 Descriptive Analysis of Research Variables

Based on the results of the questionnaire, consumer valuation users of Benefit Brow product can be described by the variables of product quality variables, brand image, perceived value, price sensitivity and purchase intention with the lowest answer from 1 (strongly disagree) and 6 as highest answer (strongly agree). In determining respondent's assessment criteria can be done by using the following intervals:

Lowest perception score: 1

Higest perception score: 6

$$\text{Interval} = \frac{6 - 1}{5} = 1$$

So that the limit of perception obtained is:

Average 1– < 2 : Very Low

Average 2 – <3 : Low

Average 3- < 4 : Average

Average 4– <5 : High

Average 5– 6 : Very High

4.3.1 Perceived Quality Variables (X_1)

The results of the descriptive analysis on product quality variables can be seen in Table 4.5 below;

Table 4.5
Perceived Quality Variables

No	Perceived Quality	Average	Category
1	This product has something new that cannot be found in other product	4.47	Good
2	This product is very friendly to my body	4.33	Good
3	This product has improved my social status	4.16	Good
4	This product is always good quality product	4.47	Good
5	I always feel impressed by using this product (benefit brow product)	4.37	Good
6	This product always does its basic job very consistently	4.44	Good
	Average	**4.37**	**Good**

Source: Primary Data (2019)

The results of descriptive analysis as in Table 4.5 shows that the average variable on product quality is 4.37 and it included in the good category. While the highest perception occurred in the item "This product has something new and cannot be found in other products" with an average of 4.47 and is still in good

category, and the lowest perception "This product increases social status" with an average score amounting to 4.15 is good category. This shows that the quality of Benefit Brow's make-up products has good quality, resulting in satisfaction for its users. However, this product still does not improve their social status. This is probably due to the fact that this brand is quite expensive so it is not affordable among teenagers, so that when using this product, it has not been able to improve their social status.

4.3.2 Brand Image Variable (X_2)

The results of descriptive analysis on brand image variables can be seen in Table 4.6 below:

Table 4.6

Brand Image Variable

No	Brand Image	Average	Category
1	This brand is more advanced than any other brand of this kind	4.44	Good
2	This brand belongs to socially responsible company (well known)	4.35	Good
3	This brand has distinctive competence that no other can imitate (packaging from this product)	4.28	Good
4	It is always comes with unique functions that distinguishes it from other brand	4.22	Good
5	It is more concerned about customers	4.38	Good
6	It is a sophisticated brand	4.46	Good
	Average	4.35	**Good**

Source; Primary Data 2019

Based on the results of the descriptive analysis as in Table 4.6, it shows that the average variable for brand image is 4.35, included in good category.

While the highest perception occurred in this statement that mentions is the 'sophisticated brand' with an average of 4.46 in which is good category, and the lowest perception occurred in the statement 'This product always has a uniqueness that distinguishes from similar brands' the statement has average score of 4.22, and is still in good category.

This shows that the Benefit Brow Product is a product with a good quality, unique, well-known brand that has a good brand image. Respondents' perceptions regarding brands Benefit Brows based on what consumers know about the brand is good after considering attractive packaging. However the product's uniqueness still needs to be improved, by adding a number of other variants that are not yet on the market

4.3.3 Perceived Value Variable (Y_1)

The results of the descriptive analysis on the perceived value variables can be seen in Table 4.7 below:

Table 4.7

Perceived Value Variable

No	Perceived Value	Average	Category
1	The quality of this brand is reliable	4.45	Good
2	The quality of this brand is consistent	4.49	Good
3	This brand makes me feel good	4.37	Good
4	This brand gives me a sense of joy	4.32	Good

5	This brand is worth the money	4.45	Good
6	This brand is fairly priced	4.29	Good
7	This brand is easy to buy	4.26	Good
8	This brand required little effort to buy	4.29	Good
9	This brand has a good reputation	4.35	Good
10	This brand is well respected among others	4.43	Good
	Average	**4.37**	**Good**

5. *Source: Primary Data, 2019*

Based on the results of the descriptive analysis in Table 4.7, it shows that the average variable on the perceived value is 4.37 and is included in good category. While the highest value perception occurs in "The quality of this brand is consistent " with average of 4.49, which is the good category, and the lowest perception occurs in "This brand is easy to buy" with the average score amounting to 4.26 and is in good category.

This shows that the perception of consumers' value on Brow's benefit make up products is high so that the quality of this brand can be trusted and consistent, so that it can cause happiness from its users, easy to get and have a good reputation. Although benefit brand itself not yet available in many city in indonesia.

4.3.4 Perceived Sensitivity Variable)

The results of the descriptive analysis on price sensitivity variables can be shown in Table 4.8 below:

Tabel 4.8

Price Sensitivity Variable

No	Price Sensitivity	Average	Category
1	In general, the price or cost of buying a product is important to me	4.68	Good
2	I know that a new product is likely to be more expensive than the older ones, but that doesn't matter to me	4.45	Good
3	I don't mind paying more to try out a new product	4.40	Good
4	An excellent product is worth paying more money	4.52	Good
5	I don't mind spending more money to buy a product	4.29	Good
	Average	4.47	Good

Source: Primary Data, 2019

Purchase Intention Variable (Y_2)

The results of the descriptive analysis on the purchase intention variables can be shown in Table 4.7 below:

Tabel 4.9.

Purchase Intention Variable

No	Purchase Intention	Average	Category
1	I intend to purchase to buy this product next time	4.41	Good
2	I will recommend this brand to my family or friends	4.51	Good
3	The probability I would consider buying this brand is	4.45	Good

	high		
	Average	4.46	Good

Sumber :Primary Data 2019

Based on the results of the descriptive analysis in Table 4.9, it shows that the average variable on purchase intention is 4.46 and is included in the good category. The highest perception occurs on "I will recommend this brand to my family or friends" with 4.51 while the lowest perception occurs on "I intend to purchase to buy this product next time" with average score 4.41 and is in good category.

These results indicate that consumer purchase intentions for Benefit Brow products are high enough that they already have a desire to buy this product or brand, and are willing to recommend this brand or product to family, friends and colleagues.

4.4 **Statistic Analysis**

Statistic analysis used in this study is called path analysis and tested with SEM analysis called AMOS. This analysis was chosen to determine the effect of product quality and brand image on perceived value and the effect of perceived value on purchase intentions moderated by price sensitivity. This analysis is at the same time to prove the four hypotheses of this study, which have been presented, in the previous chapter. But before testing the hypothesis, the SEM analysis stage is carried out. To conduct data analysis with SEM method, the testing stages are explained in the following parts;

4.4.1 Structural Testing Result

Validity is the level of validity achieved by an indicator in assessing a construct or can simply be interpreted as the level of validity of measurements of what should be measured (Ferdinand, 2002). Researchers are encouraged to test the validity of all construct indicators included in the research model before assessing its reliability.

Researchers tested the validity of each observed variable or indicator with the convergent validity approach. Convergent validity can be seen from the measurement model by determining whether each indicator is estimated to validly measure the dimensions of the concept being tested. An indicator shows significant convergent validity if the coefficient of the indicator variable is greater than twice the standard error or has a critical ratio that is greater than twice the standard error (Ferdinand, 2002). AMOS version 21, also provides facilities to assess validity with standard loading criteria (λ)> 0.5 and is declared reliable if the construct reliability> 0.7. In this study, the construct reliability was tested using the construct reliability approach by calculating the instrument reliability index used from the SEM model being analyzed. The construct reliability is obtained by the formula Fornell and Laker's (1981) as follows:

$$\textit{Construct}\ \text{Reliability} = \frac{(\Sigma\lambda_i)^2}{(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i}$$

λ_i = Standard loading of each indicator (*observed variable*)

ε_i ; Error measurement of each indicator (1 – indicator reliability).

Tabe 4.10

Validity Test Results of Research Variable Items

No	Variable	Indikator	Loading Factor (□)	Standar Error (□)	Σλ	Σε	*Construct Reliability*
1	Perceived Quality	PQ1	0.588	0.539	3.823	2.703	0.844
		PQ2	0.624	0.507			
		PQ3	0.573	0.490			
		PQ4	0.768	0.316			
		PQ5	0.703	0.363			
		PQ6	0.567	0.488			
2	Brand Image	BI1	0.593	0.413	3.992	2.722	0.854
		BI2	0.547	0.508			
		BI3	0.617	0.586			
		BI4	0.796	0.379			
		BI5	0.739	0.404			
		BI6	0.700	0.432			
3	Perceived Value	PV1	0.614	0.507	6.014	5.121	0.876
		PV2	0.524	0.511			
		PV3	0.599	0.484			
		PV4	0.611	0.508			
		PV5	0.666	0.456			
		PV6	0.629	0.428			
		PV7	0.648	0.497			
		PV8	0.590	0.655			
		PV9	0.620	0.520			
		PV10	0.513	0.555			
4	Price Sensitivity	PS1	0.620	0.462	3.686	2.051	0.869
		PS2	0.853	0.263			
		PS3	0.806	0.323			

		PS4	0.688	0.471			
		PS5	0.719	0.532			
5	Purchase Intention	PI1	0.546	0.478	2.018	1.134	0.782
		PI2	0.897	0.147			
		PI3	0.575	0.509			

Source: Primary Data, 2019

Based on Table 4.10, it can be seen that all variables have a loading factor (λ)> 0.50 so that all questions; the product quality, the brand image, the perceived value, the price sensitivity, and the purchase intention are valid. While for the reliability test results, the Construct Reliability coefficient has been obtained> 0.7 so that all questions in the questionnaire on the question items variable product quality, brand image, perceived value, price sensitivity, and purchase intention are reliable.

$$\textit{Construct}\ \text{Reliability} = \frac{(\Sigma\lambda_i)^2}{(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i}$$

λ_i = Standard loading of each indicator (*observed variable*)

ε_i ; Error measurement of each indicator (1 – indicator reliability).

4.4.2 Goodness of Fit

To find out *Goodness of Fit*, the researcher used : *Absolut Fit Measured* , *Incremental Fit Measured* and *Parsimonious Fit Measured*. *Goodness of Fit* uses software Amos 21.0, Table 4.11 shows the result of the goodness of fit.

Table 4.11. *Goodness of Fit Index*

Goodness of Fit Index	Hasil	Cut Off Value	Criteria
Chi Square	274.640	Small (expected)	
Probability	0,109	≥0,05	Good
CMIN/DF	1,112	≤2,00	Good
RMSEA	0,041	≤0,08	Good
GFI	0,925	≥0,9	Good
AGFI	0,901	≥0,9	Good
TLI	0,938	≥0,9	Good
CFI	0,949	≥0.9	Good

Source: Primary Data, 2019

The value of X2 - Chi Square has significance level of 0.109 with a value of p> 0.05. This shows that Ho, which states there is no difference between the sample covariance matrix and the estimated population covariance matrix, is acceptable. This means that the sample covariance matrix with the estimated population covariance matrix is the same, so the model is declared good.

The minimum sample Discrepancy Function - CMIN / DF is a parsimonious suitability index that measures the relationship between goodnes of fit models and the estimated number of coefficients that are expected to reach the level of conformity. The CMIN / DF result is 1,112 that value is smaller than the recommended value of CMIN / DF <2, so it shows a good fit model

The *Root Mean Square Error of Approximation - RMSEA*, is an index used to compensate for Chi Square Statistics in large samples. RMSEA values indicate goodness of fit that can be expected if the model is estimated in the population. The recommended acceptance value is <0.08, while the test results are 0.041, which means that the model is good.

Based on an analysis *of goodnes of fit - GFI* reflects the overall suitability of the model. The recommended level of acceptance for GFI is> 0.90. The results show a GFI value of 0.925> 0.9, so the model has a good fit.

Adjusted Goodness of fit Index - AGFI is the development of the GFI index, and is an index that has been adjusted to the proposed degree of freedom ratio model with the degree of fredom of the null model. The results showed an AGFI value of 0.901 and a value greater than the recommended AGFI value> 0.9, which means that this model is good.

Tucker Lewis Index - TLI is an alternative incremental fit index that compares the model tested with the baseline. The recommended value as a good fit is> 0.9. The results showed that the TLI value is 0.938 so that it can be stated that the level of conformity is in good criteria.

Comparative Fit Index - CFI, is an incremental conformity index that compares the model tested with the null model. The recommended value of CFI> 0.9. The test results amounted to 0.949, indicating that the model is good

From all of *the Goodness of Fit* Index measurement results above, it can be concluded that all parameters have met the expected calculation requirements, so that the research model has met the suitability of the model

4.4.3 Hypothesis and Discussion

Based on AMOS results, it can be described the relationship path between product quality variables, brand image on perceived value and purchase intention moderated by price sensitivity, as follows:

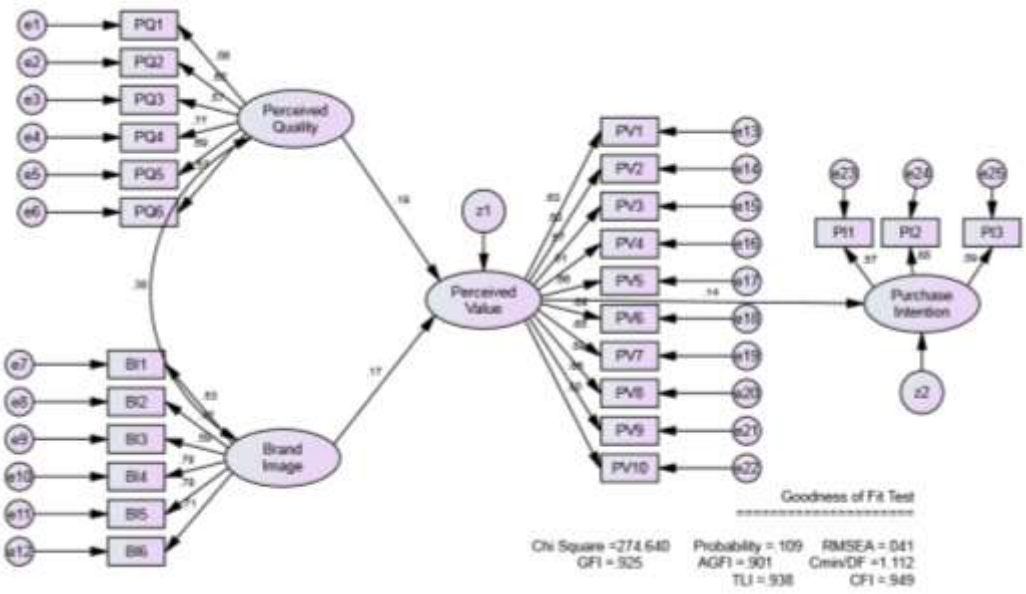

Figure 4.1. Results of SEM Analysis Models

Table 4.12

Hypothesis Test Results With AMOS 21.0

Relationship	Between	Koef.	S.E.	C.R.	P	Ket

Variables	Estimate			value	
Perceived_Quality → Perceived_Value	0.192	0.078	2.893	0.004	H1 accepted
Brand_Image → Perceived_Value	0.168	0.056	2.629	0.009	H2 accepted
Perceived_Value → Purchase_Intention	0.136	0.050	2.267	0.023	H3 accepted

Source: Primary Data, 2019

a) First Hypothesis Test

The first hypothesis test is to determine the effect of product quality on perceived value. Based on Table 4.12, it shows that the product quality variable is proven to have a significant and positive effect on perceived value as indicated by an estimated coefficient of 0.192 with a probability of p = 0.004 <0.05. Thus the product quality has a positive and significant effect on perceived value and this result supports the first hypothesis (H1); " Perceived Quality has a significant positive impact on Perceived Value".

b) Second Hypothesis Test

The second hypothesis test is to determine the effect of brand image on perceived value. Based on Table 4.12, it shows that the brand image variable is proven to have a significant and positive effect on perceived value as indicated by an estimated coefficient of 0.168 with a probability of p = 0.009 <0.05. Thus the brand image has a positive and significant effect on perceived value and this result supports the second

hypothesis (H2); "Brand Image has a significant positive impact on Perceived Value".

c) **Third Hypothesis Test**

The third hypothesis test is to determine the effect of perceived value on purchase intentions. Based on Table 4.12, the variable perceived value is proven to have a significant and positive effect on purchase intentions as indicated by an estimated coefficient of 0.168 with a probability of p = 0.009 <0.05. Thus the perceived value has a significant and positive effect on purchase intentions, this result supports the third hypothesis (H3); "Perceived Value has a significant positive impact on Purchase Intention."

d) **Fourth Hypothesis Testing**

This fourth hypothesis uses the Moderation Regression Analysis with the help of the SPSS 20.0 program. The results of the moderation regression analysis are shown in Table 4.13:

Table 4.13
Moderation Analysis Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.016	.278		10.869	.000
	PV	.110	.060	.095	1.836	.067
	PS	.196	.044	.226	4.451	.000
	PV.PS	.136	.061	.110	2.247	.025

a. Dependent Variable: PI

Source: Primary Data, 2019

The fourth hypothesis testing is to determine the effect of perceived value on purchase intentions with price sensitivity as a moderating variable. Based on Table 4.13, it shows that the perception of moderation value * price sensitivity (PV * PS) variable is proven to have a significant and positive effect on purchase intentions as indicated by a moderation regression coefficient of 0.136 with a probability of p = 0.025 <0.05. Thus, price sensitivity is proven to significantly moderate the effect of perceived value on purchase intentions, and this result supports the fourth hypothesis (H4); "With Price Sensitivity as a moderating variable, the customer product Perceived Value has a significant impact on Purchase Intention".

Meanwhile, to explain the direct effect and the indirect effect and the total effect, shown in Table 4.14.

Table 4.14

Direct Influence, Indirect Influence and Total Influence

	Direct Effect		Indirect Effect		Total Effect	
	Value Perception	Purchase Intention	Value Perception	Purchase Intention	Value Perception	Purchase Intention
Product Quality	0.192	-	-	0.026	0.192	0.026
Brand Image	0.168	-	-	0.023	1.168	0.023
Value Perception	-	0.136	-	-		0.136

Source: Primary Data, 2019

From Table 4.14, it can be explained that based on the results, the direct effect of product quality on perceived value is 0.192 and the direct effect on product quality with intention to purchase through perceived value is 0.026. While the effect of brand image directly on perceived value is 0.168 and the indirect effect of brand image on purchase intentions through perceived value is 0.023.

Based on the results of AMOS test and Regression Moderation, it can be described the results of the final model of this study as follows:

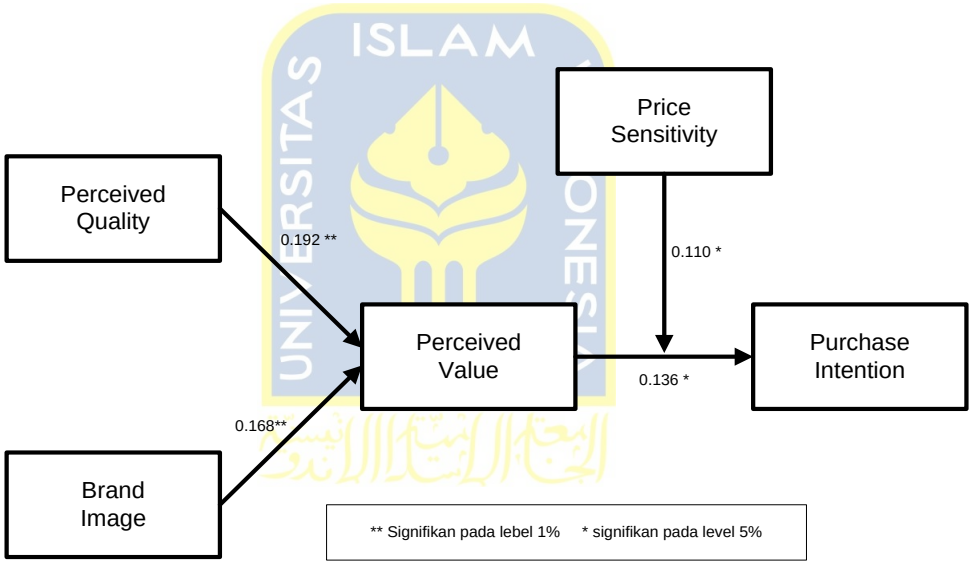

Figure 4.2. Final Figure Research Model

4.5 Discussion of Research Results

4.5.1 Effect of Product Quality on Value Perception

The results of the AMOS analysis show that there is a positive and significant influence on product quality variables on the perceived value of

Benefit Brow. This means that the better the quality of the product, the higher the consumer's perception of the value of the Benefit Brow will increase.

From the perspective of the Benefit Company itself, in producing a quality product, the company needs to have the right quality perception to fit its function and use. "Quality perception is consumer perception of the overall quality or excellence of a product or service related to what is expected by consumers" (Rivai & Wahyudi, 2017). Perceived quality perceived by consumers influences perceived value so that consumers are willing to buy a product. The results found that product quality had a positive and significant effect on perceived value. Maintaining quality is one of the ways in increasing customer satisfaction. "Therefore, the more quality the product offered by the company, the higher the satisfaction felt by customers" (Lasander, 2013). After influencing customer satisfaction, the perception of product quality will have a positive and significant impact on perceived value.

The results support the opinion expressed by Zeithaml (1988), which stated that perceived quality refers to consumers' judgments about the superiority or global superiority of a product or service. "Quality perception is an important element for consumer decision making; consequently, consumers will compare alternative qualities with respect to prices in a category" (Jin & Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the company producing the product. The perceived quality of the product directly influences purchase intentions. Customers have several perceptions about product quality, price and style before going to buy

products. After using the product, buying intentions increase and decrease, because they have a direct relationship, which affects each other. If the quality is high, the customer's buying intention is also high. (Salem, Ghafar, Ibrahim, Yousuf & Ahmed, 2015).

4.5.2 Effect on Brand Image on Value Perception

The results of the AMOS analysis showed a positive and significant influence on brand image variables on the perceived value of the Benefit Brow product. This means 'The better the brand image, the greater the perceived value of consumers given by Benefit Brow.

Building a positive brand image can affect perceived value, so it will influence repurchase considering that a strong brand image can lead to customer satisfaction (Andreani et al., 2012). The results found that brand image had a positive and significant effect on perceived value. Positive brand image is an award obtained by the company for its superiority compared to other competitors, so the company is motivated in developing its products by creating new innovations to meet consumer needs (Burmannn et al., 2008). After influencing customer satisfaction, brand image will have a positive and significant influence on perceived value. A strong brand image makes consumers feel confident in using products that have been purchased and

shows their happy feelings because they are satisfied with the products they have, thus it will increase their perceived value of the Benefit Brow products.

4.5.3 Value Perception of Purchase Intention

The results of the analysis from AMOS show that there is a positive and significant influence on the perceived value of the variable on purchase intentions on the Benefit Brow product. This means that the better the perceived value of the customer, the higher the purchase intention will increase.

According to Kotler and Keller (2009; p.136) "Perceived value is the difference between the customer's judgment of all perceived benefits and all costs incurred". Perception of value obtained from customers can be created well before before making a purchase or after making a purchase (Patterson & Spreng, 1997). The customer's desire to repurchase is influenced by the perceived value of the customer (Cronin et al., 2000). Customer value can also reflect customer perceptions of quality attributes and price functions that are believed to have an influence on transaction decisions (Risdwiyanto & saputra, 2016). Consumers emphasize that the benefits received from a product or service are important components in value (Kusdyah, 2012). The results found that perceived value has a positive and significant effect on purchase intentions.

4.5.4 The Influence of Value Perception on Purchase Intention with Price Sensitivity as Moderation

The results of the SPSS analysis have shown that there is a positive and significant influence of the perceived value variable on the purchase intention of Benefit Brow, with price sensitivity as a moderating variable. This means that the higher the price perception given by consumers, the relationship between perceived value and purchase intention will be stronger, & low price sensitivity will weaken the relationship between perceived value and purchase intention.

Understanding and consumer perceptions about the price of an environmentally friendly product must also vary. Perception of price irregularities will affect consumer perceptions of the value of the product, and ultimately affect the desire or intention to buy the desired product (Suprapti, 2010 p. 86). A research conducted by Norfiyanti (2012) said that perceptions about prices owned by consumers will positively influence consumer purchase intentions.

Monroe (1973) argued that price sensitivity is the level of consumer perception and reaction when the price of a product or service changes. Wakefield and Inman (2003) showed that the level of reaction of individual consumers to prices can be divided into consumer price sensitivity before buying and consumer reactions to price adjustments of certain companies or commodities after purchase. Petrick (2005) showed that price sensitivity is a

concern of consumers with a relatively higher level of sensitivity in making purchasing decisions because the percentage of consumers to buy commodities that are discounted is relatively higher. When consumers have more knowledge about products and prices, the level of price sensitivity will be higher (Huber,Holbrook, & Kahn,1986).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the analysis and discussion, it can be concluded that;

1) There is a positive and significant influence on product quality variables on perceived value on Benefit Brow. This means that the better the quality of the product, the higher he consumer's perception of the sale value of Benefit Brow will be
2) There is a positive and significant influence of brand image variables on perceived value in Benefit Brow products. This means that the better the brand image, the higher the perceived value provided by Benefit Brow consumers will be
3) There is a positive and significant influence on the variable perceived value of purchase intention on the Benefit Brow product. This means that the better the perceived value of the customer, the purchase intention will increase

4) There is a positive and significant effect of the variable perceived value on the purchase intention of Benefit Brow, with price sensitivity as a moderating variable. This means that the higher the price perception given by consumers, the relationship between perceived value and purchase intention will be stronger, and conversely lower price sensitivity will weaken the relationship between perceived value and purchase intention.

5.2 Recommendation

Based on the conclusions above, the following suggestions can be purposed;

1) Benefit companies especially brow section should improve their product quality, especially on indicators that can improve the social status of consumers. This can be done by maintaining product quality so that it is believed to be a branded and good quality product. In the production process efficiency should be improved and capacity and quality while should refer to the quality plan where all stages of the procedure from selecting raw materials, production stages, product delivery to the warehouse until the distributed are monitored its quality periodically.
2) Benefit companies need to increase perceived value, especially on the indicators brands that can be bought easily, for example by increasing marketing through online sales, collaborating with e-commerce and working with existing cosmetics stores offline.

Companies should continue to strengthen marketing and sales through online media and beauty influencers, as this will increase the curiosity of the target audience. The companies need to continue to collaborate with several large online store platforms that have a high number of consumers in Indonesia, because it will enhance the brand image of the company itself. The company has also been active in launching official sales sites that are easily accessible to the public, through this site the company expects consumers to easily find Benefit products easier, especially brow products.

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Appendices

Questionnaire

Appendix 1

Respondent's Personal Data

Answer the following question by **crossing (X)** to the correct ones

Gender: Male / Female

How old are you?

1.	< 17 years old	3.	22-26 years old
2.	17 – 21 years old	4.	27<years old

(Depkes RI, 2009)

what your monthly income

1.	1-2 jt	3.	3-4 jt
2.	2-3 jt	4.	<4jt

Do you know benefit cosmetic

1. YES 2.NO

Which one do you prefer?

1. THIS ONE 2. OF COURSE THIS ONE

Guidance:

Give check (√) in one of the option that is avaliable for each questions.

Information:

STD = Strongly Disagree
D = Disagree
SLD = Slightly Disagree
SLA = Slightly Agree
A = Agree
STA = Strongly Agree

Perceived Quality

Questions below is related to perceived value on benefit brow product

Question	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
This product has something new that cannot be found in other product						
This product is very friendly to my body						
This product has improved my social status						
This product is always good quality product						
I always feel impressed by using this						

product
This product always does its basic job very consistently

(Afsar, 2014)

Brand Image

Questions below is related to perceived value on benefit brow product

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
This brand is more advanced than any other brand of this kind						
This brand belongs to socially responsible company						
This brand has distincitive competence that no other can imitate						
It is always comes with unique functions that distinguishes it from other brand						
It is more concerned about customers						
It is a sophisticated brand						

(Afsar, 2014)

Perceived Value

Questions below is related to perceived value on benefit brow product

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
The quality of this brand is reliable						
The quality of this brand is consistent						
This brand makes me feel good						
This brand gives me a sense of joy						
This brand is worth the money						
This brand is fairly priced						
This brand is easy to buy						
This brand required little effort to buy						
This brand has a good reputation						
This brand is well respected						

(Petrick, 2002)

Price Sensitivity

Questions below is related to perceived value on Benefit brow product

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
In general, the price or cost of buying a product is important to me						
Iikkkkiiikikii8ikk,8ik,						
I don’t mind paying more to try out a new product						
An excellent product is worth paying more money						

I don’t mind spending more money to buy a product
(Goldsmith, Flynn, and Goldsmith, 2003)

Purchase Intention

Questions below is related to perceived value on benefit brow product

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
I intend to purchase from this supplier next time						
I will recommend this supplier to my family or friends						
The probability I would consider buying this brand is high						

(Sharifi, 2014)

Appendix II

Validity and Reliability Test of SPSS (Pilot Test)

Correlations

Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	Total
PQ1	Pearson Correlation	1	.333**	.108	.337**	.217	.253*	.549**
	Sig. (2-tailed)		.005	.373	.004	.071	.035	.000
	N	70	70	70	70	70	70	70
PQ2	Pearson Correlation	.333**	1	.287*	.429**	.489**	.286*	.730**
	Sig. (2-tailed)	.005		.016	.000	.000	.016	.000
	N	70	70	70	70	70	70	70
PQ3	Pearson Correlation	.108	.287*	1	.229	.108	.196	.528**
	Sig. (2-tailed)	.373	.016		.057	.374	.103	.000
	N	70	70	70	70	70	70	70
PQ4	Pearson Correlation	.337**	.429**	.229	1	.541**	.485**	.737**
	Sig. (2-tailed)	.004	.000	.057		.000	.000	.000
	N	70	70	70	70	70	70	70
PQ5	Pearson Correlation	.217	.489**	.108	.541**	1	.624**	.735**
	Sig. (2-tailed)	.071	.000	.374	.000		.000	.000
	N	70	70	70	70	70	70	70
PQ6	Pearson Correlation	.253*	.286*	.196	.485**	.624**	1	.694**
	Sig. (2-tailed)	.035	.016	.103	.000	.000		.000
	N	70	70	70	70	70	70	70
Total	Pearson Correlation	.549**	.730**	.528**	.737**	.735**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.733	6

Correlations

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6	Total
BI1	Pearson Correlation	1	.279*	.359**	.512**	.451**	.406**	.682**
	Sig. (2-tailed)		.020	.002	.000	.000	.000	.000
	N	70	70	70	70	70	70	70
BI2	Pearson Correlation	.279*	1	.337**	.431**	.413**	.454**	.634**
	Sig. (2-tailed)	.020		.004	.000	.000	.000	.000
	N	70	70	70	70	70	70	70
BI3	Pearson Correlation	.359**	.337**	1	.764**	.337**	.589**	.762**
	Sig. (2-tailed)	.002	.004		.000	.004	.000	.000
	N	70	70	70	70	70	70	70
BI4	Pearson Correlation	.512**	.431**	.764**	1	.541**	.708**	.884**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	70	70	70	70	70	70	70
BI5	Pearson Correlation	.451**	.413**	.337**	.541**	1	.537**	.721**
	Sig. (2-tailed)	.000	.000	.004	.000		.000	.000
	N	70	70	70	70	70	70	70
BI6	Pearson Correlation	.406**	.454**	.589**	.708**	.537**	1	.813**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	70	70	70	70	70	70	70
Total	Pearson Correlation	.682**	.634**	.762**	.884**	.721**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.842	6

Correlations

Correlations

		PV1	PV2	PV3	PV4	PV5	PV6	PV7	PV8	PV9	PV10	Tota
PV1	Pearson Correlation	1	.290*	.226	.202	.504**	.359**	.175	.394**	.486**	.420**	.59
	Sig. (2-tailed)		.015	.060	.093	.000	.002	.147	.001	.000	.000	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV2	Pearson Correlation	.290*	1	.238*	.413**	.170	.134	.341**	.289*	.600**	.409**	.57
	Sig. (2-tailed)	.015		.047	.000	.159	.269	.004	.015	.000	.000	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV3	Pearson Correlation	.226	.238*	1	.585**	.396**	.292*	.381**	.327**	.415**	.274*	.64
	Sig. (2-tailed)	.060	.047		.000	.001	.014	.001	.006	.000	.022	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV4	Pearson Correlation	.202	.413**	.585**	1	.312**	.288*	.490**	.569**	.522**	.415**	.75
	Sig. (2-tailed)	.093	.000	.000		.009	.015	.000	.000	.000	.000	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV5	Pearson Correlation	.504**	.170	.396**	.312**	1	.466**	.423**	.264*	.429**	.213	.63
	Sig. (2-tailed)	.000	.159	.001	.009		.000	.000	.027	.000	.077	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV6	Pearson Correlation	.359**	.134	.292*	.288*	.466**	1	.406**	.172	.243*	.183	.54
	Sig. (2-tailed)	.002	.269	.014	.015	.000		.000	.155	.043	.129	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV7	Pearson Correlation	.175	.341**	.381**	.490**	.423**	.406**	1	.348**	.448**	.219	.67
	Sig. (2-tailed)	.147	.004	.001	.000	.000	.000		.003	.000	.068	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV8	Pearson Correlation	.394**	.289*	.327**	.569**	.264*	.172	.348**	1	.509**	.423**	.67
	Sig. (2-tailed)	.001	.015	.006	.000	.027	.155	.003		.000	.000	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV9	Pearson Correlation	.486**	.600**	.415**	.522**	.429**	.243*	.448**	.509**	1	.623**	.79
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.043	.000	.000		.000	.0
	N	70	70	70	70	70	70	70	70	70	70	
PV10	Pearson Correlation	.420**	.409**	.274*	.415**	.213	.183	.219	.423**	.623**	1	.62
	Sig. (2-tailed)	.000	.000	.022	.000	.077	.129	.068	.000	.000		.0
	N	70	70	70	70	70	70	70	70	70	70	
Total	Pearson Correlation	.591**	.579**	.645**	.757**	.636**	.546**	.672**	.670**	.795**	.625**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	

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

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.848	10

Correlations

Correlations

		PS1	PS2	PS3	PS4	PS5	Total
PS1	Pearson Correlation	1	.213	.238*	.387**	.012	.495**
	Sig. (2-tailed)		.076	.048	.001	.919	.000
	N	70	70	70	70	70	70
PS2	Pearson Correlation	.213	1	.755**	.407**	.412**	.788**
	Sig. (2-tailed)	.076		.000	.000	.000	.000
	N	70	70	70	70	70	70
PS3	Pearson Correlation	.238*	.755**	1	.531**	.550**	.868**
	Sig. (2-tailed)	.048	.000		.000	.000	.000
	N	70	70	70	70	70	70
PS4	Pearson Correlation	.387**	.407**	.531**	1	.335**	.753**
	Sig. (2-tailed)	.001	.000	.000		.005	.000
	N	70	70	70	70	70	70
PS5	Pearson Correlation	.012	.412**	.550**	.335**	1	.656**
	Sig. (2-tailed)	.919	.000	.000	.005		.000
	N	70	70	70	70	70	70
Total	Pearson Correlation	.495**	.788**	.868**	.753**	.656**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.763	5

Correlations

Correlations

		PI1	PI2	PI3	Total
PI1	Pearson Correlation	1	.337**	.278*	.685**
	Sig. (2-tailed)		.004	.020	.000
	N	70	70	70	70
PI2	Pearson Correlation	.337**	1	.714**	.845**
	Sig. (2-tailed)	.004		.000	.000
	N	70	70	70	70
PI3	Pearson Correlation	.278*	.714**	1	.847**
	Sig. (2-tailed)	.020	.000		.000
	N	70	70	70	70
Total	Pearson Correlation	.685**	.845**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded[a]	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.694	3

Frequencies

Notes

Output Created		15-MAR-2019 10:57:04
Comments		
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	Split File	<none>
	N of Rows in Working Data File	410
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=VAR00001 VAR00002 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

[DataSet4]

Statistics

		Usia	Pendapatan per bulan
N	Valid	410	410
	Missing	0	0

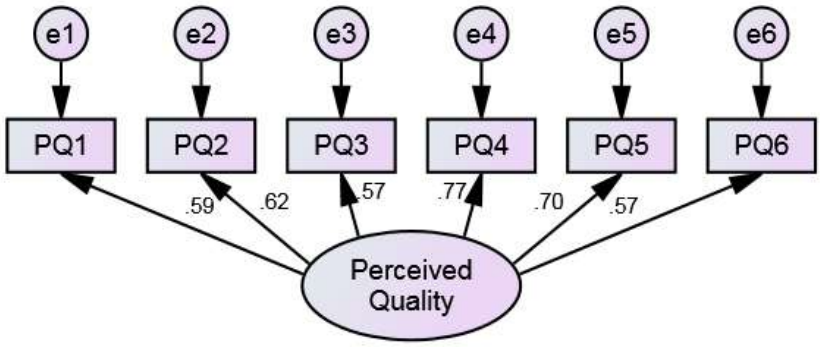
Frequency Table

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<17	24	5.9	5.9	5.9
	17-21	104	25.4	25.4	31.2
	22-26	259	63.2	63.2	94.4
	27>	23	5.6	5.6	100.0
	Total	410	100.0	100.0	

Pendapatan per bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 JT	174	42.4	42.4	42.4
	2-3 JT	63	15.4	15.4	57.8
	3-4JT	56	13.7	13.7	71.5
	4JT >	117	28.5	28.5	100.0
	Total	410	100.0	100.0	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PQ1	<---	Perceived_Quality	1.000				
PQ2	<---	Perceived_Quality	1.065	.111	9.550	***	
PQ3	<---	Perceived_Quality	.918	.102	9.001	***	
PQ4	<---	Perceived_Quality	1.263	.117	10.790	***	
PQ5	<---	Perceived_Quality	1.114	.108	10.304	***	
PQ6	<---	Perceived_Quality	.901	.101	8.933	***	

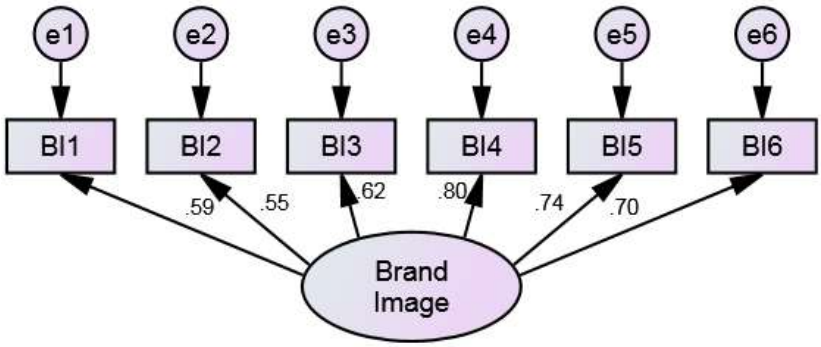
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PQ1	<---	Perceived_Quality	.588
PQ2	<---	Perceived_Quality	.624
PQ3	<---	Perceived_Quality	.573
PQ4	<---	Perceived_Quality	.768
PQ5	<---	Perceived_Quality	.703
PQ6	<---	Perceived_Quality	.567

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Quality	.285	.048	5.932	***	
e1	.539	.043	12.604	***	
e2	.507	.041	12.248	***	
e3	.490	.038	12.731	***	

	Estimate	S.E.	C.R.	P	Label
e4	.316	.033	9.634	***	
e5	.363	.033	11.123	***	
e6	.488	.038	12.780	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
BI1	<---	Brand_Image	1.000				
BI2	<---	Brand_Image	.985	.110	8.947	***	
BI3	<---	Brand_Image	1.269	.130	9.784	***	
BI4	<---	Brand_Image	1.710	.149	11.476	***	
BI5	<---	Brand_Image	1.473	.134	11.028	***	
BI6	<---	Brand_Image	1.363	.128	10.666	***	

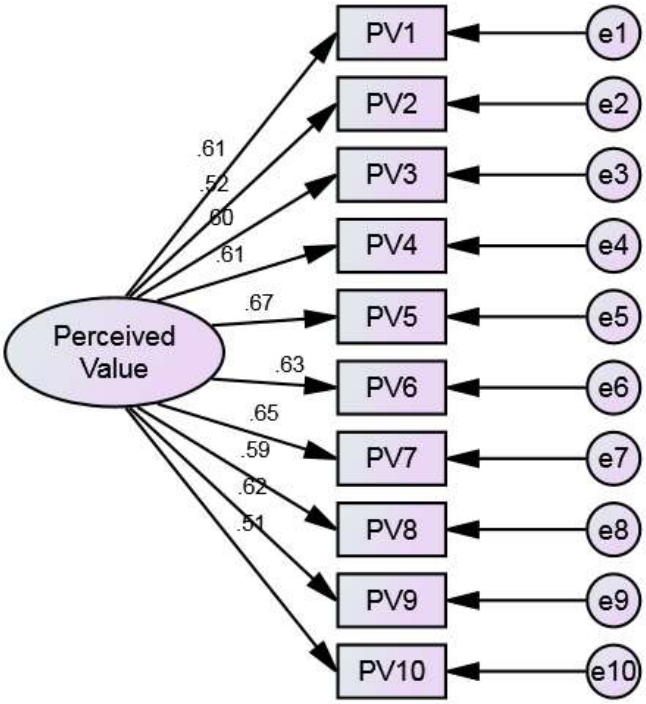
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BI1	<---	Brand_Image	.593
BI2	<---	Brand_Image	.547
BI3	<---	Brand_Image	.617
BI4	<---	Brand_Image	.796
BI5	<---	Brand_Image	.739
BI6	<---	Brand_Image	.700

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Image	.224	.037	6.100	***	
e1	.413	.032	12.863	***	
e2	.508	.039	13.170	***	
e3	.586	.046	12.664	***	

	Estimate	S.E.	C.R.	P	Label
e4	.379	.039	9.641	***	
e5	.404	.037	11.042	***	
e6	.432	.037	11.711	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PV1	<---	Perceived_Value	1.000				
PV2	<---	Perceived_Value	.793	.089	8.886	***	
PV3	<---	Perceived_Value	.941	.095	9.900	***	
PV4	<---	Perceived_Value	.992	.099	10.042	***	
PV5	<---	Perceived_Value	1.088	.102	10.713	***	
PV6	<---	Perceived_Value	.957	.093	10.278	***	
PV7	<---	Perceived_Value	1.084	.103	10.508	***	
PV8	<---	Perceived_Value	1.067	.109	9.775	***	
PV9	<---	Perceived_Value	1.027	.101	10.155	***	
PV10	<---	Perceived_Value	.803	.092	8.731	***	

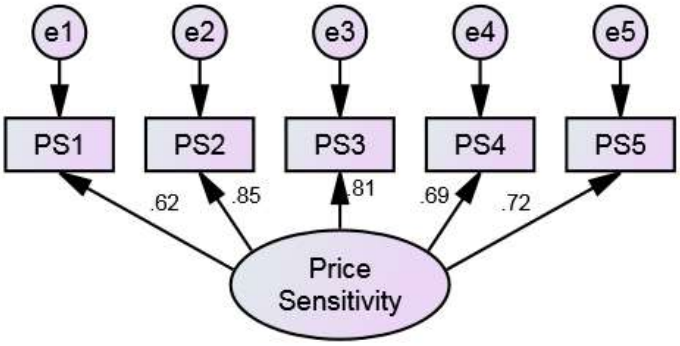
Standardized Regression Weights: (Group number 1 - Default model)

	Estimate

			Estimate
PV1	<---	Perceived_Value	.614
PV2	<---	Perceived_Value	.524
PV3	<---	Perceived_Value	.599
PV4	<---	Perceived_Value	.611
PV5	<---	Perceived_Value	.666
PV6	<---	Perceived_Value	.629
PV7	<---	Perceived_Value	.648
PV8	<---	Perceived_Value	.590
PV9	<---	Perceived_Value	.620
PV10	<---	Perceived_Value	.513

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Value	.307	.048	6.409	***	
e1	.507	.040	12.806	***	
e2	.511	.038	13.370	***	
e3	.484	.037	12.917	***	
e4	.508	.040	12.833	***	
e5	.456	.037	12.333	***	
e6	.428	.034	12.679	***	
e7	.497	.040	12.507	***	
e8	.655	.050	12.985	***	
e9	.520	.041	12.762	***	
e10	.555	.041	13.423	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PS1	<---	Price_Sensitivity	1.000				
PS2	<---	Price_Sensitivity	1.565	.120	13.009	***	
PS3	<---	Price_Sensitivity	1.442	.114	12.618	***	
PS4	<---	Price_Sensitivity	1.212	.107	11.306	***	
PS5	<---	Price_Sensitivity	1.406	.120	11.680	***	

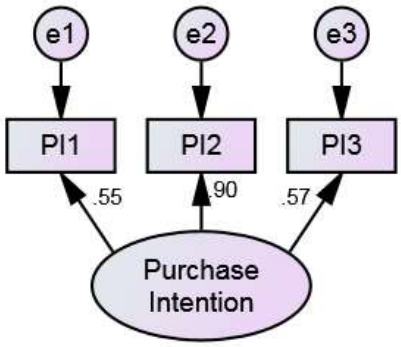
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PS1	<---	Price_Sensitivity	.620
PS2	<---	Price_Sensitivity	.853
PS3	<---	Price_Sensitivity	.806
PS4	<---	Price_Sensitivity	.688
PS5	<---	Price_Sensitivity	.719

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Price_Sensitivity	.288	.044	6.571	***	
e1	.462	.035	13.022	***	
e2	.263	.030	8.647	***	
e3	.323	.031	10.319	***	
e4	.471	.038	12.443	***	

	Estimate	S.E.	C.R.	P	Label
e5	.532	.044	12.071	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

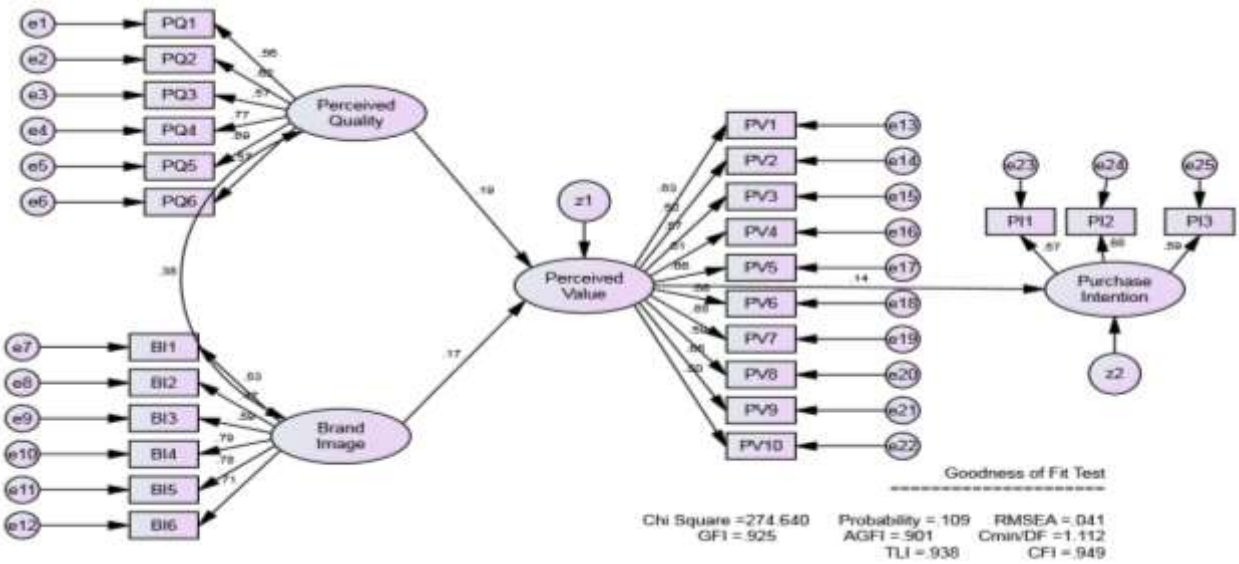
			Estimate	S.E.	C.R.	P	Label
PI1	<---	Purchase_Intention	1.000				
PI2	<---	Purchase_Intention	1.725	.239	7.216	***	
PI3	<---	Purchase_Intention	1.110	.128	8.669	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PI1	<---	Purchase_Intention	.546
PI2	<---	Purchase_Intention	.897
PI3	<---	Purchase_Intention	.575

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Purchase_Intention	.203	.042	4.872	***	
e1	.478	.041	11.569	***	
e2	.147	.073	2.013	.044	
e3	.509	.046	10.941	***	



Analysis Summary

Date and Time

Date: Friday, March 15, 2019
Time: 3:57:22 PM

Title

data amos: Friday, March 15, 2019 3:57 PM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 410

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
PQ6
PQ5
PQ4

PQ3
PQ2
PQ1
BI6
BI5
BI4
BI3
BI2
BI1
PV1
PV2
PV3
PV4
PV5
PV6
PV7
PV8
PV9
PV10
PI1
PI2
PI3
Unobserved, endogenous variables
Perceived_Value
Purchase_Intention
Unobserved, exogenous variables
Perceived_Quality
e6
e5
e4
e3
e2
e1
Brand_Image
e12
e11
e10
e9
e8
e7
e13
e14
e15
e16
e17

e18
e19
e20
e21
e22
e23
e24
e25
z1
z2

Variable counts (Group number 1)

Number of variables in your model:	56
Number of observed variables:	25
Number of unobserved variables:	31
Number of exogenous variables:	29
Number of endogenous variables:	27

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	31	0	0	0	0	31
Labeled	0	0	0	0	0	0
Unlabeled	24	25	29	0	0	78
Total	55	25	29	0	0	109

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI3	2.000	6.000	-.200	-1.655	-.235	-.972
PI2	2.000	6.000	-.333	-2.751	.171	.707
PI1	2.000	6.000	-.239	-1.977	-.040	-.166
PV10	2.000	6.000	-.141	-1.163	-.424	-1.754
PV9	2.000	6.000	-.302	-2.498	-.191	-.790
PV8	1.000	6.000	-.157	-1.301	-.204	-.845
PV7	2.000	6.000	-.158	-1.303	-.340	-1.407
PV6	2.000	6.000	-.098	-.809	-.264	-1.090
PV5	1.000	6.000	-.200	-1.657	.037	.154
PV4	1.000	6.000	-.261	-2.158	.075	.312
PV3	2.000	6.000	-.302	-2.497	-.300	-1.240

Variable	min	max	skew	c.r.	kurtosis	c.r.
PV2	2.000	6.000	-.239	-1.976	.110	.453
PV1	2.000	6.000	-.166	-1.374	-.381	-1.575
BI1	2.000	6.000	-.075	-.623	.228	.942
BI2	2.000	6.000	-.265	-2.191	.114	.473
BI3	1.000	6.000	-.096	-.795	-.210	-.866
BI4	1.000	6.000	-.207	-1.710	-.360	-1.490
BI5	1.000	6.000	-.316	-2.616	.294	1.215
BI6	2.000	6.000	-.131	-1.083	-.458	-1.891
PQ1	2.000	6.000	-.211	-1.747	-.228	-.944
PQ2	2.000	6.000	-.193	-1.599	-.123	-.509
PQ3	2.000	6.000	-.197	-1.625	-.166	-.685
PQ4	2.000	6.000	-.109	-.899	-.624	-2.581
PQ5	2.000	6.000	-.166	-1.373	-.080	-.331
PQ6	2.000	6.000	-.245	-2.027	-.246	-1.017
Multivariate					81.489	22.454

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
217	49.473	.002	.000
51	49.183	.003	.000
46	48.843	.003	.000
347	48.407	.003	.000
388	47.280	.005	.000
28	46.737	.005	.000
162	46.462	.006	.000
272	46.442	.006	.000
45	46.380	.006	.000
306	46.196	.006	.000
376	45.827	.007	.000
11	45.826	.007	.000
178	45.722	.007	.000
36	45.632	.007	.000
356	44.059	.011	.000
348	43.858	.011	.000
204	43.194	.013	.000
14	43.136	.014	.000
55	42.673	.015	.000
403	42.612	.015	.000
370	41.998	.018	.000

Observation number	Mahalanobis d-squared	p1	p2
352	40.035	.029	.000
69	39.911	.030	.000
63	39.835	.030	.000
361	39.794	.031	.000
328	39.574	.032	.000
397	39.537	.033	.000
156	39.418	.033	.000
83	39.363	.034	.000
222	39.327	.034	.000
25	39.318	.034	.000
404	39.308	.034	.000
400	39.230	.035	.000
31	39.125	.036	.000
81	38.929	.037	.000
18	38.501	.041	.000
50	38.498	.041	.000
169	38.322	.043	.000
358	38.146	.045	.000
23	38.120	.045	.000
366	37.026	.057	.000
340	36.898	.059	.000
409	36.875	.059	.000
100	36.867	.059	.000
379	36.755	.061	.000
389	36.740	.061	.000
364	36.458	.065	.000
405	36.396	.066	.000
218	36.212	.068	.000
406	35.937	.073	.000
295	35.839	.074	.000
13	35.798	.075	.000
296	35.626	.077	.000
74	35.396	.081	.000
321	35.222	.084	.000
150	35.199	.085	.000
221	34.889	.090	.000
191	34.714	.094	.000
387	34.686	.094	.000
360	34.164	.104	.000
398	34.118	.105	.000

Observation number	Mahalanobis d-squared	p1	p2
394	34.072	.106	.000
345	33.974	.108	.000
42	33.679	.115	.000
242	33.540	.118	.000
34	33.483	.119	.000
212	33.332	.123	.000
318	33.315	.123	.000
48	33.218	.126	.000
151	33.036	.130	.000
30	33.017	.131	.000
32	32.920	.133	.000
124	32.656	.140	.000
288	32.635	.140	.000
325	32.544	.143	.000
213	32.384	.147	.000
12	32.375	.147	.000
205	32.140	.154	.000
65	31.828	.163	.001
86	31.579	.171	.003
219	31.525	.172	.003
317	30.841	.194	.044
104	30.796	.196	.041
190	30.729	.198	.041
189	30.636	.201	.045
199	30.376	.211	.089
24	30.373	.211	.072
106	30.274	.214	.081

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	325
Number of distinct parameters to be estimated:	78
Degrees of freedom (325 - 78):	247

Result (Default model)

Minimum was achieved
Chi-square = 274.640
Degrees of freedom = 247
Probability level = .109

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Perceived_Value	<---	Perceived_Quality	.225	.078	2.893	.004	
Perceived_Value	<---	Brand_Image	.147	.056	2.629	.009	
Purchase_Intention	<---	Perceived_Value	.113	.050	2.267	.023	
PQ6	<---	Perceived_Quality	1.000				
PQ5	<---	Perceived_Quality	1.210	.121	10.004	***	
PQ4	<---	Perceived_Quality	1.399	.131	10.672	***	
PQ3	<---	Perceived_Quality	1.000	.114	8.784	***	
PQ2	<---	Perceived_Quality	1.159	.124	9.363	***	
PQ1	<---	Perceived_Quality	1.036	.116	8.929	***	
BI6	<---	Brand_Image	1.000				
BI5	<---	Brand_Image	1.128	.097	11.639	***	
BI4	<---	Brand_Image	1.229	.100	12.235	***	
BI3	<---	Brand_Image	.887	.085	10.404	***	
BI2	<---	Brand_Image	.616	.072	8.607	***	
BI1	<---	Brand_Image	.657	.067	9.818	***	
PV1	<---	Perceived_Value	1.000				
PV2	<---	Perceived_Value	.736	.084	8.798	***	
PV3	<---	Perceived_Value	.880	.089	9.914	***	
PV4	<---	Perceived_Value	.968	.101	9.596	***	
PV5	<---	Perceived_Valu	1.059	.09	11.20	***	

			Estimate	S.E.	C.R.	P	Label
	-	e		4	4		
PV6	<-- -	Perceived_Value	1.007	.090	11.236	***	
PV7	<-- -	Perceived_Value	1.053	.095	11.043	***	
PV8	<-- -	Perceived_Value	1.036	.102	10.132	***	
PV9	<-- -	Perceived_Value	1.046	.096	10.911	***	
PV10	<-- -	Perceived_Value	.766	.087	8.803	***	
PI1	<-- -	Purchase_Intention	1.000				
PI2	<-- -	Purchase_Intention	1.623	.202	8.027	***	
PI3	<-- -	Purchase_Intention	1.086	.119	9.112	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Perceived_Value	<---	Perceived_Quality	.192
Perceived_Value	<---	Brand_Image	.168
Purchase_Intention	<---	Perceived_Value	.136
PQ6	<---	Perceived_Quality	.570
PQ5	<---	Perceived_Quality	.690
PQ4	<---	Perceived_Quality	.773
PQ3	<---	Perceived_Quality	.565
PQ2	<---	Perceived_Quality	.617
PQ1	<---	Perceived_Quality	.563
BI6	<---	Brand_Image	.710
BI5	<---	Brand_Image	.778
BI4	<---	Brand_Image	.789
BI3	<---	Brand_Image	.592
BI2	<---	Brand_Image	.469
BI1	<---	Brand_Image	.535
PV1	<---	Perceived_Value	.630
PV2	<---	Perceived_Value	.498
PV3	<---	Perceived_Value	.575
PV4	<---	Perceived_Value	.609

			Estimate
PV5	<---	Perceived_Value	.664
PV6	<---	Perceived_Value	.680
PV7	<---	Perceived_Value	.647
PV8	<---	Perceived_Value	.586
PV9	<---	Perceived_Value	.646
PV10	<---	Perceived_Value	.503
PI1	<---	Purchase_Intention	.566
PI2	<---	Purchase_Intention	.879
PI3	<---	Purchase_Intention	.586

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Perceived_Quality	<-->	Brand_Image	.120	.023	5.309	***	
e21	<-->	e22	.136	.030	4.533	***	
e18	<-->	e21	-.128	.025	-5.174	***	
e18	<-->	e22	-.085	.025	-3.379	***	
e14	<-->	e22	.078	.027	2.854	.004	
e13	<-->	e25	.119	.027	4.378	***	
e8	<-->	e7	.179	.029	6.129	***	
e9	<-->	e7	.113	.032	3.569	***	
e11	<-->	e9	-.094	.027	-3.419	***	
e11	<-->	e10	.028	.041	.678	.498	
e12	<-->	e22	.120	.026	4.590	***	
e12	<-->	e21	.089	.026	3.453	***	
e12	<-->	e18	-.082	.023	-3.552	***	
e12	<-->	e19	-.088	.025	-3.464	***	

			Estimate	S.E.	C.R.	P	Label
e1	<-->	e23	.097	.027	3.633	***	
e1	<-->	e7	.050	.024	2.109	.035	
e1	<-->	e11	-.109	.025	-4.259	***	
e2	<-->	e21	-.050	.027	-1.853	.064	
e2	<-->	e12	-.078	.025	-3.094	.002	
e4	<-->	e22	.082	.024	3.471	***	
e4	<-->	e21	.099	.024	4.063	***	
e9	<-->	e8	.194	.036	5.433	***	
e13	<-->	e16	-.091	.027	-3.431	***	
e15	<-->	e16	.076	.029	2.654	.008	
e10	<-->	e25	.072	.025	2.880	.004	

Correlations: (Group number 1 - Default model)

			Estimate
Perceived_Quality	<-->	Brand_Image	.382
e21	<-->	e22	.258
e18	<-->	e21	-.297
e18	<-->	e22	-.186
e14	<-->	e22	.143
e13	<-->	e25	.241
e8	<-->	e7	.353
e9	<-->	e7	.214
e11	<-->	e9	-.203
e11	<-->	e10	.076
e12	<-->	e22	.250
e12	<-->	e21	.196
e12	<-->	e18	-.206
e12	<-->	e19	-.194

			Estimate
e1	<-->	e23	.193
e1	<-->	e7	.100
e1	<-->	e11	-.250
e2	<-->	e21	-.099
e2	<-->	e12	-.170
e4	<-->	e22	.199
e4	<-->	e21	.254
e9	<-->	e8	.329
e13	<-->	e16	-.183
e15	<-->	e16	.150
e10	<-->	e25	.165

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Quality	.233	.041	5.743	***	
Brand_Image	.421	.055	7.692	***	
z1	.293	.044	6.712	***	
z2	.217	.041	5.263	***	
e6	.486	.038	12.849	***	
e5	.375	.033	11.505	***	
e4	.307	.032	9.700	***	
e3	.497	.039	12.881	***	
e2	.510	.041	12.411	***	
e1	.540	.042	12.924	***	
e12	.413	.039	10.603	***	
e11	.348	.048	7.326	***	
e10	.385	.051	7.616	***	
e9	.613	.051	12.061	***	
e8	.566	.042	13.379	***	
e7	.453	.035	13.009	***	
e13	.490	.038	12.751	***	
e14	.529	.039	13.593	***	
e15	.506	.038	13.142	***	
e16	.510	.040	12.745	***	
e17	.458	.036	12.631	***	
e18	.378	.032	11.885	***	
e19	.496	.039	12.781	***	
e20	.659	.050	13.200	***	
e21	.493	.040	12.302	***	

	Estimate	S.E.	C.R.	P	Label
e22	.558	.042	13.304	***	
e23	.468	.040	11.591	***	
e24	.171	.063	2.731	.006	
e25	.499	.045	11.165	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.147	.225	.000	.000
Purchase_Intention	.017	.025	.113	.000
PI3	.018	.028	.123	1.086
PI2	.027	.041	.183	1.623
PI1	.017	.025	.113	1.000
PV10	.112	.172	.766	.000
PV9	.154	.235	1.046	.000
PV8	.152	.233	1.036	.000
PV7	.155	.237	1.053	.000
PV6	.148	.226	1.007	.000
PV5	.155	.238	1.059	.000
PV4	.142	.218	.968	.000
PV3	.129	.198	.880	.000
PV2	.108	.166	.736	.000
PV1	.147	.225	1.000	.000
BI1	.657	.000	.000	.000
BI2	.616	.000	.000	.000
BI3	.887	.000	.000	.000
BI4	1.229	.000	.000	.000
BI5	1.128	.000	.000	.000
BI6	1.000	.000	.000	.000
PQ1	.000	1.036	.000	.000
PQ2	.000	1.159	.000	.000
PQ3	.000	1.000	.000	.000
PQ4	.000	1.399	.000	.000
PQ5	.000	1.210	.000	.000
PQ6	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.168	.192	.000	.000
Purchase_Intention	.023	.026	.136	.000
PI3	.013	.015	.080	.586
PI2	.020	.023	.120	.879
PI1	.013	.015	.077	.566
PV10	.084	.096	.503	.000
PV9	.108	.124	.646	.000
PV8	.098	.112	.586	.000
PV7	.109	.124	.647	.000
PV6	.114	.130	.680	.000
PV5	.111	.127	.664	.000
PV4	.102	.117	.609	.000
PV3	.096	.110	.575	.000
PV2	.084	.095	.498	.000
PV1	.106	.121	.630	.000
BI1	.535	.000	.000	.000
BI2	.469	.000	.000	.000
BI3	.592	.000	.000	.000
BI4	.789	.000	.000	.000
BI5	.778	.000	.000	.000
BI6	.710	.000	.000	.000
PQ1	.000	.563	.000	.000
PQ2	.000	.617	.000	.000
PQ3	.000	.565	.000	.000
PQ4	.000	.773	.000	.000
PQ5	.000	.690	.000	.000
PQ6	.000	.570	.000	.000

Direct Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.147	.225	.000	.000
Purchase_Intention	.000	.000	.113	.000

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
PI3	.000	.000	.000	1.086
PI2	.000	.000	.000	1.623
PI1	.000	.000	.000	1.000
PV10	.000	.000	.766	.000
PV9	.000	.000	1.046	.000
PV8	.000	.000	1.036	.000
PV7	.000	.000	1.053	.000
PV6	.000	.000	1.007	.000
PV5	.000	.000	1.059	.000
PV4	.000	.000	.968	.000
PV3	.000	.000	.880	.000
PV2	.000	.000	.736	.000
PV1	.000	.000	1.000	.000
BI1	.657	.000	.000	.000
BI2	.616	.000	.000	.000
BI3	.887	.000	.000	.000
BI4	1.229	.000	.000	.000
BI5	1.128	.000	.000	.000
BI6	1.000	.000	.000	.000
PQ1	.000	1.036	.000	.000
PQ2	.000	1.159	.000	.000
PQ3	.000	1.000	.000	.000
PQ4	.000	1.399	.000	.000
PQ5	.000	1.210	.000	.000
PQ6	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.168	.192	.000	.000
Purchase_Intention	.000	.000	.136	.000
PI3	.000	.000	.000	.586
PI2	.000	.000	.000	.879
PI1	.000	.000	.000	.566
PV10	.000	.000	.503	.000
PV9	.000	.000	.646	.000

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
PV8	.000	.000	.586	.000
PV7	.000	.000	.647	.000
PV6	.000	.000	.680	.000
PV5	.000	.000	.664	.000
PV4	.000	.000	.609	.000
PV3	.000	.000	.575	.000
PV2	.000	.000	.498	.000
PV1	.000	.000	.630	.000
BI1	.535	.000	.000	.000
BI2	.469	.000	.000	.000
BI3	.592	.000	.000	.000
BI4	.789	.000	.000	.000
BI5	.778	.000	.000	.000
BI6	.710	.000	.000	.000
PQ1	.000	.563	.000	.000
PQ2	.000	.617	.000	.000
PQ3	.000	.565	.000	.000
PQ4	.000	.773	.000	.000
PQ5	.000	.690	.000	.000
PQ6	.000	.570	.000	.000

Indirect Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.000	.000	.000	.000
Purchase_Intention	.017	.025	.000	.000
PI3	.018	.028	.123	.000
PI2	.027	.041	.183	.000
PI1	.017	.025	.113	.000
PV10	.112	.172	.000	.000
PV9	.154	.235	.000	.000
PV8	.152	.233	.000	.000
PV7	.155	.237	.000	.000
PV6	.148	.226	.000	.000
PV5	.155	.238	.000	.000
PV4	.142	.218	.000	.000

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
PV3	.129	.198	.000	.000
PV2	.108	.166	.000	.000
PV1	.147	.225	.000	.000
BI1	.000	.000	.000	.000
BI2	.000	.000	.000	.000
BI3	.000	.000	.000	.000
BI4	.000	.000	.000	.000
BI5	.000	.000	.000	.000
BI6	.000	.000	.000	.000
PQ1	.000	.000	.000	.000
PQ2	.000	.000	.000	.000
PQ3	.000	.000	.000	.000
PQ4	.000	.000	.000	.000
PQ5	.000	.000	.000	.000
PQ6	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
Perceived_Value	.000	.000	.000	.000
Purchase_Intention	.023	.026	.000	.000
PI3	.013	.015	.080	.000
PI2	.020	.023	.120	.000
PI1	.013	.015	.077	.000
PV10	.084	.096	.000	.000
PV9	.108	.124	.000	.000
PV8	.098	.112	.000	.000
PV7	.109	.124	.000	.000
PV6	.114	.130	.000	.000
PV5	.111	.127	.000	.000
PV4	.102	.117	.000	.000
PV3	.096	.110	.000	.000
PV2	.084	.095	.000	.000
PV1	.106	.121	.000	.000
BI1	.000	.000	.000	.000
BI2	.000	.000	.000	.000

	Brand_Image	Perceived_Quality	Perceived_Value	Purchase_Intention
BI3	.000	.000	.000	.000
BI4	.000	.000	.000	.000
BI5	.000	.000	.000	.000
BI6	.000	.000	.000	.000
PQ1	.000	.000	.000	.000
PQ2	.000	.000	.000	.000
PQ3	.000	.000	.000	.000
PQ4	.000	.000	.000	.000
PQ5	.000	.000	.000	.000
PQ6	.000	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
z2	<-->	Perceived_Quality	12.424	.046
e23	<-->	Perceived_Quality	4.537	.038
e22	<-->	z2	4.930	.040
e22	<-->	e25	5.901	.060
e20	<-->	Brand_Image	5.739	-.067
e19	<-->	e24	4.211	-.050
e18	<-->	Brand_Image	4.797	-.047
e15	<-->	e17	4.182	.052
e14	<-->	e18	7.435	-.064
e13	<-->	e20	4.552	-.063
e13	<-->	e14	5.785	.062
e7	<-->	z2	6.460	.041
e8	<-->	z1	4.971	.044
e8	<-->	e13	4.226	.049
e9	<-->	e18	4.495	-.052
e9	<-->	e15	5.844	-.065
e1	<-->	e17	5.741	.062
e1	<-->	e9	5.622	.065
e2	<-->	e17	5.717	-.063
e2	<-->	e8	6.334	.062
e3	<-->	e19	4.648	-.057
e4	<-->	e14	5.561	.053
e5	<-->	e17	4.646	-.051
e5	<-->	e12	4.207	-.044

			M.I.	Par Change
e6	<-->	z2	7.665	.051
e6	<-->	e14	5.998	-.064
e6	<-->	e9	5.069	-.061
e6	<-->	e1	5.389	-.061

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
Purchase_Intention	<---	Brand_Image	11.747	.146
Purchase_Intention	<---	Perceived_Quality	19.990	.260
PI3	<---	PQ3	4.566	.089
PI2	<---	PV7	4.913	-.080
PI2	<---	PV4	4.498	-.078
PI1	<---	Brand_Image	7.818	.163
PI1	<---	Perceived_Quality	8.892	.236
PI1	<---	PV2	4.462	.088
PI1	<---	BI1	4.654	.094
PI1	<---	BI3	4.552	.076
PI1	<---	BI6	4.774	.083
PI1	<---	PQ2	6.685	.099
PI1	<---	PQ4	8.396	.115
PV10	<---	Purchase_Intention	4.817	.179
PV10	<---	PI3	8.109	.113
PV8	<---	BI4	4.786	-.090
PV8	<---	BI6	5.955	-.111
PV7	<---	Brand_Image	5.657	.143
PV7	<---	BI4	6.459	.090
PV7	<---	PQ6	5.451	.099
PV6	<---	Brand_Image	8.534	-.157
PV6	<---	Perceived_Quality	6.571	-.188
PV6	<---	PV2	5.614	-.091
PV6	<---	BI3	10.153	-.106
PV6	<---	BI4	10.172	-.102
PV6	<---	BI6	4.363	-.074
PV6	<---	PQ1	7.971	-.102
PV6	<---	PQ4	7.517	-.101

			M.I.	Par Change
PV6	<---	PQ5	4.879	-.084
PV5	<---	PQ1	4.483	.084
PV5	<---	PQ2	4.392	-.081
PV3	<---	BI3	5.199	-.083
PV2	<---	PV6	4.164	-.088
BI1	<---	Purchase_Intention	6.655	.188
BI1	<---	PI2	5.835	.086
BI2	<---	Perceived_Value	5.782	.151
BI2	<---	PV3	6.751	.100
BI2	<---	PV1	10.324	.119
BI2	<---	PQ2	8.473	.107
BI3	<---	PV10	4.645	.093
BI3	<---	PV9	4.807	.089
BI3	<---	PQ1	4.939	.093
BI5	<---	PV9	5.489	-.082
BI5	<---	PQ4	4.076	-.074
PQ1	<---	PV5	4.181	.082
PQ2	<---	PI1	4.170	.090
PQ2	<---	BI2	6.162	.107
PQ4	<---	BI6	6.809	.088
PQ6	<---	Purchase_Intention	8.466	.247
PQ6	<---	PI3	4.053	.083
PQ6	<---	PI2	7.530	.114
PQ6	<---	PV7	4.038	.078

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	15		-.978	9999.000	3509.032	0	9999.000
1	e*	6		-.094	2.483	1809.084	20	.388
2	e	1		-.063	.748	1189.689	6	.913
3	e	1		-.005	.888	732.251	5	.888
4	e	0	213.059		.804	533.268	5	.922

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
5	e	0	57.656		.651	476.236	3	.000
6	e	0	93.665		.816	427.582	1	1.003
7	e	0	132.392		.343	415.275	1	1.089
8	e	0	158.766		.139	414.652	1	1.074
9	e	0	166.939		.021	414.640	1	1.019
10	e	0	164.258		.001	414.640	1	1.001

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	78	274.640	247	.109	1.112
Saturated model	325	.000	0		
Independence model	25	3594.026	300	.000	11.980

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.053	.925	.901	.703
Saturated model	.000	1.000		
Independence model	.184	.425	.377	.392

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.885	.860	.950	.938	.949
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI

Model	PRATIO	PNFI	PCFI
Default model	.823	.728	.781
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	167.640	115.414	227.753
Saturated model	.000	.000	.000
Independence model	3294.026	3104.559	3490.821

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.014	.410	.282	.557
Saturated model	.000	.000	.000	.000
Independence model	8.787	8.054	7.591	8.535

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.041	.034	.047	.989
Independence model	.164	.159	.169	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	570.640	581.230	883.900	961.900
Saturated model	650.000	694.125	1955.251	2280.251
Independence model	3644.026	3647.420	3744.430	3769.430

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.395	1.268	1.542	1.421
Saturated model	1.589	1.589	1.589	1.697
Independence model	8.910	8.446	9.391	8.918

HOELTER

Model	HOELTER .05	HOELTER .01

Model	HOELTER .05	HOELTER .01
Default model	281	298
Independence model	39	41

Execution time summary

Minimization:	.046
Miscellaneous:	3.448
Bootstrap:	.000
Total:	3.494

Regression MODERASI

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	PV.PS, PS, PV[b]	.	Enter

a. Dependent Variable: PI
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.288[a]	.083	.076	.65155

a. Predictors: (Constant), PV.PS, PS, PV

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.580	3	5.193	12.234	.000[b]
	Residual	172.352	406	.425		
	Total	187.932	409			

a. Dependent Variable: PI
b. Predictors: (Constant), PV.PS, PS, PV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.016	.278		10.869	.000
	PV	.110	.060	.095	1.836	.067
	PS	.196	.044	.226	4.451	.000
	PV.PS	.136	.061	.110	2.247	.025

a. Dependent Variable: PI