

**THE EFFECT OF MARKETING COMMUNICATION AND PRICE
PROMOTION ON BRAND EQUITY: EMPIRICAL STUDY ON
APPLE'S IPHONE USERS**

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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2013**

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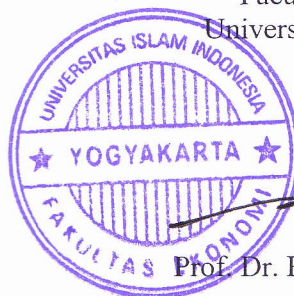
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DECLARATION OF AUTHENTICITY

Herein I declare the originality of this 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 this thesis.

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

Yogyakarta. November 2012



Irawan Daru Pratama

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Alhamdulillahirabbil'alamiin

Yogyakarta, November 2012

Irawan Daru Pratama

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ABSTRACT

Irawan Daru Pratama (2013). The Effect of Marketing Communication and Price Promotion on Brand Equity: Empirical Study on Apple's Iphone Users. Yogyakarta, International Program, Universitas Islam Indonesia.

This research objective is to analyze the effect of marketing communication and price promotion on brand equity in the case of Apple's Iphone product at Yogyakarta. The competition among smartphone products in Indonesia is very tight. There are several product of smartphone such as; BlackBerry, Apple Iphone, Samsung Android, and many others product of smart phone that have their own characteristic and provided some value added for the costumer to choose. Consumers now have many options before they decide to purchase certain brand of smartphone to fulfill their needs of communication.

This study took 300 respondents who currently using Apple's Iphone and were asked about their consideration among Apple's Iphone advertising, price promotion and brand equity. The data were analyzed using AMOS Ver.5. Hypotheses were accepted if the probability level is less than 5% ($p < 0.05$).

The result of the hypothesis testing is showing that the advertising spending have positive effect on perceived quality, brand loyalty, brand awareness and brand image. The result of the hypothesis testing also shows that the price deals have negative effect on perceived quality. Meanwhile, the research finding shows that the price deals have no negative effect on brand image. The brand awareness have no positive effect on brand image.

Keyword: *Marketing Communication, Price Promotion, Brand Equity, Apple's Iphone Users.*

ABSTRAK

Irawan Daru Pratama (2013). The Effect of Marketing Communication and Price Promotion on Brand Equity: Empirical Study on Apple's Iphone Users. Yogyakarta, International Program, Universitas Islam Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi pemasaran dan promosi harga terhadap ekuaitas merek dengan studi pada produk Apple Iphone di Yogyakarta. Persaingan di antara produk-produk *smartphone* di Indonesia saat ini sudah sangat ketat. Terdapat beberapa merek *smartphone* di pasaran, antara lain BlackBerry, Apple Iphone, Samsung Android, dan lain sebagainya. Konsumen sekarang mempunyai banyak pilihan sebelum mereka menentukan untuk membeli suatu produk *smartphone* untuk memenuhi kebutuhan komunikasinya.

Studi ini mengambil 300 responden yang menggunakan Apple Iphone dan ditanyakan mengenai pendapat mereka tentang iklan produk Apple Iphone, promosi harga dan ekuitas merek. Analisis data menggunakan Amos Ver.5. Hipotesis diterima jika probabilitas level kurang dari 5% ($p < 0.05$).

Hasil dari uji hipotesis menunjukkan bahwa iklan berpengaruh signifikan terhadap persepsi kualitas, loyalitas merek, kesadaran merek dan citra merek. Hasil penelitian juga menunjukkan bahwa promosi harga berpengaruh negatif terhadap persepsi kualitas. Sementara itu, hasil penelitian menunjukkan bahwa promosi harga tidak berpengaruh negatif terhadap citra merek. Kesadaran merek tidak berpengaruh negatif terhadap citra merek.

Kata Kunci: *Komunikasi Pemasaran, Promosi Harga, Ekuitas Merek, Pengguna Apple Iphone.*

CHAPTER I

INTRODUCTION

1.1. Background of Study

Business and technology has now become un-separated terms and related each other. Business without supported technology will have no strength in facing the challenge in rapid changes. The development of technology has resulted in the invention of telecommunication technology which nowadays becomes part of daily life (Tung, 2010).

With the telecommunication technology, the communication process for all the people in the world has now become borderless causing no limitation of time and space. All kind of information, data, texts, and mail can be delivered by telecommunication technology. This is the transformation of the telecommunication technology from traditional voice telephone to the era of sending data and its related information with one device of telecommunication (Haque, Rahman, & Rahman 2010).

Technology development has created what is now called communication in wireless technology. The invention of mobile phone creates a new style of communication. People can communicate well with anybody in every time they want, in any place they want without any burden in place and distance. Therefore, communication has become one part of the daily life.

On the other hand, in business perspective the development of communication in wireless open a new market opportunity. People will starts to use mobile phone as their communication device, and this means there are market for mobile phone industry. One of the most elements that support this industry is the technology.

Most of the mobile phones nowadays are addressed as ‘smart phone’, as they offer more advanced computing power and connectivity than a contemporary mobile phone. Smart phones have extended list of information processing functionalities such as managing personal time schedule, accessing Internet contents, editing documents, utilizing location-awareness function, and many other exciting applications.

All these functionalities are delivered through the software installed on the smart phone. “Along with the smart phone fundamental capabilities to make voice call, video call, SMS, and MMS, smart phones have been repositioned as a new information medium” (May & Hearn, 2005).

The market opportunities for mobile phone software and mobile contents are huge and attractive. “For instance, the sales for ringtone download in Europe and Japan totalled US\$5 billion in 2003” (Wilska, 2003).

Moreover, it is a global size fair market which not only can be accessed by major players, but also small and agile developers. This era, almost all mobile phone producers build their own Smartphone. Furthermore, there are some common mobile operating system (OS) used by modern Smartphone such as Apple’s iOS, Google’s Android and RIM’s BlackBerry OS.

This research intentionally focuses on the effect of Marketing Communication and Price Promotion on Brand Equity in the case consumers of Apple's Iphone product. The reason is because of the competition among smart phones are high and many products building different features that need by customers so keep the existing customer will be an important consideration for the company to create loyal customer. Loyal customer will tend to repeat purchase our product and they will not be interested to use other smart phone product or even recommend the product that they use to others. This attitude will eventually increase advantage and profit at the same time for the company.

1.2. Problem Identification

Every business tries to get bigger profit, including mobile phone business. One of the ways is by building lasting relationships with their customers because the best foundation for growth and profitability is to have a substantial base of loyal customers.

Many ways that can use in order to build relationship with the customer, one of the best ways is using advertising in order to build brand image and brand awareness. Consumers usually remember a brand through associative network model (Blackwell et al., 2007; Dillon et al., 2001; Kardes et al., 2011).

Based on the Background of study above, the basic problems that could be stated here is the effect of Marketing Communication and Price Promotion on Brand Equity in the case of Apple's Iphone product at Yogyakarta.

1.3. Problem Formulation

The following become the research questions that will be investigated in this study.

1. Does advertising spending have positive effect on perceived quality?
2. Does advertising spending have positive effect on brand loyalty?
3. Does advertising spending have positive effect on brand awareness?
4. Does advertising spending have positive effect on brand image?
5. Do price deals have negative effect on perceived quality?
6. Do price deals have negative effect on brand image?
7. Does brand awareness have positive effect on brand image?

1.4. Problem Limitation

In Indonesia there are several product of smartphone such as; BlackBerry, Apple Iphone, Samsung Android, and many others product of smart phone that have their own characteristic and provided some value added for the costumer to choose.

In order to make this research focus on the effect of marketing communication and price promotion on brand equity of Apple Iphone at Yogyakarta so the limitation of this research include:

1. This research only addressed to Apple Iphone users without any specification of their cellular card brand.
2. The object of this research is to examine the relationship between perceived advertising spending and price promotions on brand equity dimensions of the Apple Iphone users.

3. Respondent is differentiated based on characteristics that become the object of the research, it is based on: gender, age, education level, job, and salary level.
4. The population and samples of the research is consumers of Apple's Iphone product in Yogyakarta.
5. The place to conduct research is in Apple store in Yogyakarta.

1.5. Research Objective

This paper analyses the importance of perceived spending on marketing communication for the brand equity of durable goods. This study replicates the study conducted by Villarejo-Ramos and Sanchez-Franco (2005). In that study, brand equity is affected by two variables of marketing communication that derived from marketing mix, which are perceived advertising spending and price promotion. Therefore, here are the research objectives to be conducted:

1. To examine the effect of perceived advertising spending on perceived quality.
2. To examine the effect of perceived advertising spending on brand loyalty.
3. To examine the effect of perceived advertising spending on brand awareness.
4. To examine the effect of perceived advertising spending on brand image.
5. To examine the effect of price promotion on perceived quality.
6. To examine the effect of price promotion on brand image.
7. To examine the effect of brand awareness on brand image.

1.6. Research Contribution

This research examines about the relationship between perceived advertising spending, price promotion and brand equity on Apple Iphone customer in Yogyakarta. The writer wishes this research will be beneficial for the following parties:

a. The Writer

The research could provide understanding on the relationship between marketing communication, price promotion, and brand equity in the market.

b. Company

This research confidently could be used by the company in order to understand costumer mind and build some strategy to increase their brand equity toward consumer.

c. Other

This research is far from perfection. Hopefully, the method that will be used in this research can be useful for similar research in other products.

1.7. Definition of Terms

1.7.1. Brand Equity

Brand equity is influenced by marketing communication activities through the creation of brand awareness, the construction of right associations in consumers' mind, the facilitation of stronger consumer-brand connection, and the formation of brand loyalty (Kotler et al., 2009; Leone et al., 2006). Some hypotheses are

formulated to explain the effects of marketing communication tools on the dimensions of brand equity.

Keller (1993) conceptualized brand equity using an associative memory model focused on brand knowledge and involving two components, brand awareness and brand image, described as a set of brand associations.

The basic premise of brand equity is the power of a brand lies in consumers' mind. Brand equity is an effect due to differences between consumers' knowledge of the brand and their response to brand marketing (Keller, 2008; Leone et al., 2006).

1.7.2. Perceived Advertising Spending

An element of marketing mix that communicates company's message to its target consumers is promotion, also known as integrated marketing communication (Wells et al., 2007). An effective integrated marketing communication enables the company to grow continuously, to be known by the public, and to build its brand equity (Madhavaram et al., 2005).

The tools of integrated marketing communication, called as promotional mix, consist of personal selling, advertising, customer relations, sales promotion, direct marketing to consumers, and others associated with advertising and bidding. Advertising is a one-way and non-personal communication from an organization using mass media (Kotler et al., 2009; Solomon et al., 2009).

1.7.3. Price Promotion

Price promotions, often known as price-off deal (Belch & Belch, 2007; Solomon et al., 2009; Wells et al., 2007), is a promotional strategy in which consumers receive a temporary reduction from product's normal price. According to O'Guinn & Semenik (2006), price-off deal is a very frank marketing technique as it offers special packages that may reduce consumer spending.

In a review of reference pricing research, Mazumdar, Raj, and Sinha (2005) conclude that how a firm frames a price offer may influence a consumer's decision to buy the brand.

Price promotion is an important managerial tool as a means of attracting customers to increase store traffic, given the fact that most customers purchase other products at regular price Mulhern and Padgett, (1995). The key elements that characterize price promotions are the depth, duration, and frequency of the price cut.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1. Theoretical Review

2.1.1. Introduction

The challenges of the market place, such as rapid technological innovation, globalization of markets and the growth of retail power, have led managers to review their current management practices and hence, have enormously increased the importance of understanding and measuring various sources of brand equity. The basic principle of brand equity is the power of a brand lies in consumers' mind. Brand equity is an effect due to differences between consumers' knowledge of the brand and their response to brand marketing (Keller, 2008; Leone et al., 2006).

According to Sriram and Kalwani (2004) that conducts study the optimal levels of advertising and promotion budgets in dynamic markets with brand equity as a mediating variable, their research take two brands first is Tropicana and second brand is Minute Maid. After they do all computation they conclude that optimal advertising budgets, they found that the equilibrium forward-looking advertising levels are higher for Tropicana, the brand that has higher brand equity and a higher responsiveness to advertising. And in the other hand the conclusion for price promotion for those two brands is price promotion method has positive impact in short term promotion activity, but it will have negative effect on the long-term promotion activity.

Rong Huang and Emine Sarigöllü (2011) examine the relation between brand awareness and market outcome and explore the relation between brand awareness and brand equity. The study also investigates the effects of marketing mix elements on brand awareness. Results reveal consumers' brand usage experiences contribute to brand awareness, implying experience precedes awareness in some contexts. The results also confirm positive association between brand awareness and brand equity. Lastly, the current work demonstrates the importance of distribution and price promotion in building brand awareness in a consumer-packaged goods category.

Carmen Camarero, Mari'a Jose' Garrido and Eva Vicente (2010) aim to explore determinants of brand equity for cultural activities from the perspective of internal as well as external visitors. Their analysis advocates four elements for brand equity in artistic and cultural activities (loyalty, brand image, perceived quality, and brand values) and assesses them for the case of an itinerant art exhibition staged over the past twenty years in a region of Spain. Findings suggest that external visitors attach greater importance to brand image as a determinant of value than do internal visitors do, whereas for the latter brand values are the main source of value.

Pierre Valette-Florence, Haythem Guizani, and Dwight Merunka (2009) assess the relative impact of a long-term brand management instrument (brand personality) and a short-term marketing mix instrument (sales promotions) on brand equity formation. The authors measure consumer perceptions of promotional intensity and brand personality and model their impact on brand equity. They find a positive impact of brand personality and a negative impact of sales promotion intensity on

brand equity at the aggregate level. In line with research that identifies varying consumer responses to promotional deals, this study posits that the relative impact of the two elements varies across consumer groups. Three homogeneous consumer groups differ according to the relative impact of brand personality and consumer promotions on brand equity, following an application of a finite mixture partial least squares procedure.

This study replicates the investigate that conducted by Villarejo-Ramos and Sanchez-Franco (2005). This research examines the importance of perceived advertising spending and price promotion for the brand equity of durable goods. Moreover, in order to deeply understand about the relationship between brand equity and variables that taken from marketing mix as stated before, let distinguish the summary from some researchers about those variables.

2.1.2. Brand Equity

The power of a brand in globalization era will have some impact to the other activity in company especially in marketing movement; formally, customer-based brand equity has been defined as the differential effect that consumer brand knowledge has on their response to brand marketing activity (Keller, 2003). Founded on Villarejo-Ramos & Sanchez-Franco, 2005, various researchers such as Leuthesser, Farquhar, and Nomen indicate that brand equity is a strategic feature of marketing management and can be created, maintained and intensified by strengthening one of its dimensions. Furthermore, it is recognised that any marketing action has a potential

effect on brand equity, since brand equity represents the accumulated impact of investment in the brand

Brand equity itself is also use as a key indicator of the state of the health of the brand. Several factors are responsible for the increased interest in measuring brand equity (Aaker, 1991). Furthermore, Brand equity is defined as a set of assets and liabilities linked to the brand, which add value to or subtract value from a product in its relationship with customers (Aaker, 1991). Aaker believed that the value of brand equity came from five brand equity assets (brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets), in which perceived quality and brand associations were two most important assets.

According to Aaker (1991), brand equity is a multidimensional concept that consists of brand loyalty, brand awareness, perceived quality, and brand associations, and other proprietary assets.

2.1.2.1. Brand Loyalty

Brand loyalty, a long construct in marketing, is a measure of the attachment that a customer has to a brand (Aaker, 1991). It reflects how likely a customer will be switched to another brand, especially when that brand makes a change, either in price or in product features. As brand loyalty increases, the weakness of the customer base to competitive action is reduced. It is one indicator of brand equity which is demonstrably linked to future profit, since brand loyalty is directly translated into future sales.

2.1.2.2. Brand Awareness

Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991). Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized, to a belief that it is the only one in the product class.

2.1.2.3. Perceived Quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991). Perceived quality is a first perception by customers.

2.1.2.4. Brand Association/Brand Image

Cheng and Chen's (2001) stated that there are a variety of ways brand associations can provide value to the firm and its customers, which explained as follows: helping to process / regain information, differentiating the brand, generating a reason to buy, and creating positive attitudes and feelings.

2.1.2.5. Other Proprietary Brand Assets

This last category represents customer perceptions and reactions to the brand. It represents such other proprietary brand assets as patents, trademarks, and channel

relationships. Other proprietary brand assets will be influenced directly by the prior fourth core element of brand equity (Aaker, 1991).

Based on Villarejo-Ramos and Sanchez-Franco (2005) study, there are four brand equity elements (brand image, brand awareness, perceived quality and brand loyalty) that use for this research and also those four dimension has strong relationship with two variables of marketing communication that derived from marketing mix, which are perceived advertising spending and price promotion.

Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Yoo and Donthu, 2001), so they have been widely adapted to measure customer-based brand equity in previous studies. In summary, strong brand equity means that customers have high brand-name awareness, maintain a favourable brand image, perceive that the brand is of high quality, and are loyal to the brand.

2.2. Hypothesis Formulation

2.2.1. Advertising Spending

Every marketer main job desk is how to introduce their product to their target consumer. In order to do that, marketers use all method to get attention from their customer and one method that they usually use is advertising. Advertising may assist consumers in purchasing decision-making process and help the companies in building and maintaining brand equity (Goldfrab et al., 2009; Madhavaram, 2005; Sriram & Kalwani, 2004). However, there are many types of advertising that they can use, from

the cheapest one such as flyer until the expensive advertising such as television advertising, that form of advertising will have effect to the consumer sensitivity on the product. Furthermore, Companies will spend high costs in advertising in order to create a positive perception of the product in the consumer mind. Advertising may assist consumers in purchasing decision-making process and help the companies in building and maintaining brand equity (Goldfrab et al., 2009; Madhavaram, 2005; Sriram & Kalwani, 2004).

When consumers perceive high spending on advertising, this contributes to their perception of the level of confidence that marketing managers have in the product (Kirmani and Wright, 1989). Perceived advertising spending has positive effects, not only on brand equity as a whole, but also on each of the elements it is made up of: loyalty, awareness, perceived quality and brand image (Cobb-Walgren, Ruble, and Donthu, 1995). Furthermore, the relationship between perceived quality and spending on marketing communications was justified by different studies and the first conclusion is marketing communications are one of the main external indicators of product quality (Villarejo-Ramos & Sanchez-Franco, 2005).

The perception of high advertising spending first enlarge the possibility of the brand being integrated in the group of alternative that the consumer has to choose from, so that, secondly, the decision-making process is simplified at the same time as a consumer habit is created, and, at last, brand loyalty behaviour becomes a possibility (Hauser and Wernerfelt in Villarejo-Ramos & Sanchez-Franco, 2005).

According to Aaker (1991), brand loyalty adds considerable value to a brand and/or its firm because it provides a set of habitual buyers for a long period of time. Once more some researcher prove that advertising spending have strong relationship with brand equity elements, by using advertising, companies could maintain their existence not only to new target consumer but also to their loyal customer.

Brand awareness is an important component of brand equity. It refers to stability of a potential buyer to recognize or recall a brand as a member of a certain product Measuring Customer Based 10 category (Aaker, 1991). Moreover, Brands achieve awareness through marketing communications and, as a part of that; advertising is mentioned as the main promotional tool for products in the consumer market (Villarejo-Ramos & Sanchez-Franco, 2005).

A brand association, usually organized in some meaningful way, forms a brand image. Brand associations create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitudes or feelings provide a reason to buy, and provide a basis for extensions (Aaker, 1991).

Due to that explanation, advertising will have big impact in order to increase the significance of our brand in consumer mind. Brand image can be defined as the perceptions about a brand as reflected by the brand associations held in consumer memory. The positive associations that form a high brand image are transmitted to consumers through advertising and advertising strength (Keller in Villarejo-Ramos & Sanchez-Franco, 2005).

Based on explanation above, the relationship between perceived advertising spending and brand equity dimension can be summarizing by the hypothesis:

H1: Perceived advertising spending has positive effect on perceived quality.

H2: Perceived advertising spending has positive effect on brand loyalty.

H3: Perceived advertising spending has positive effect on brand awareness.

H4: Perceived advertising spending has positive effect on brand image.

2.2.2. Price Promotion

Past research, has studied the effect of such factors as inventory carrying costs, usage rates, number of loyal consumers on the price promotional strategies used by competitive brands. Blattberg, Briesch, and Fox (1995) showed that retailers used price promotional strategies to reduce their inventory carrying costs.

Research has traditionally posited that sales promotions erode brand equity. Usually, price adapted by the manufacturer as a direct promotion method will increase the purchase willing of customer. Most of the effect of a price cut is seen in consumers' short-term brand choices. Promotions increase the price sensitivity of non-loyal customers (Mela, Gupta and Lehman, 1997). But it does not hold when long-term effects are considered. In this regard, using price promotions means deterioration in brand equity. Lichtenstein et al. (1993) pointed out that price is regarded as indirect scale standards of product quality by the customer. It is a concept

that price is positive correlation with product quality, i.e. higher the price is, better the quality is.

The use of price promotions has a negative effect on brand equity, since it is considered that the consumer perceives a negative relationship between brand equity and the need to use incentives for sales that affects the established level of prices (Aaker, 1991; Yoo, Donthu and Lee, 2000). Sales promotions in general, and especially price promotions, have been considered to weaken brand equity in spite of the short-term benefit that they provide to the consumer (Yoo, Donthu, and Lee, 2000). Overall, the long-term effects of price promotions on sales are negative. Therefore, price promotion may have negative influence on customer perceptions making differential consciousness of customer on perceived quality, and then influences the brand equity of product and purchase willing of customer. Activities based on lowering prices can place brands in danger by provoking consumer confusion, instability and variability leads to an image of unstable quality (Winer, 1986). Hence, this research proposes the research hypothesis.

H5: The use of price deals has negative effect on perceived quality.

H6: The use of price deals has negative effect on brand image.

2.2.3. Brand Awareness and Brand Image

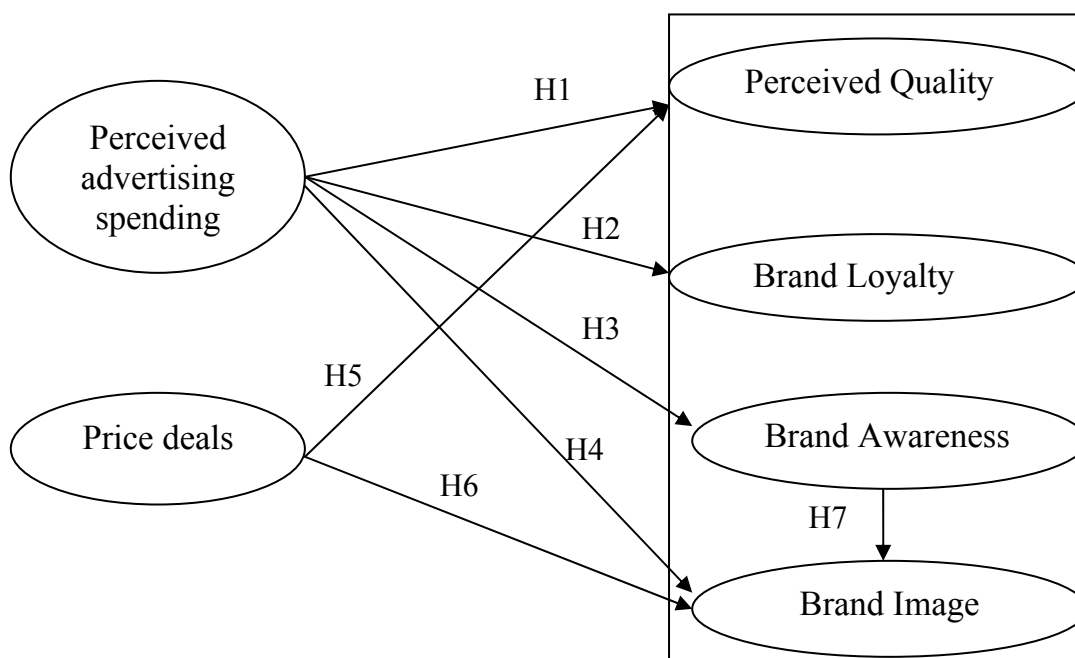
Aaker and Del Blanco (1995) stated that brand awareness affects behaviour and has positive impact on perceptions and behaviour toward the brand. Advertisement and price promotion enable the consumers to know a particular brand

and to make attribute judgment based on the knowledge stored in their memory.

Hypothesis that arises in relation to brand awareness and image is indicated by:

H7: Brand awareness has a positive effect on brand image of a product.

2.3. Research Model



Research Model Explanation:

Perceived advertising spending has positive (+) relationship with all variable in brand equity (H1-H4), in the other hand, price promotion in this case the price deals have negatively (-) impact to some variable in brand equity (H5-H6). And there is a positive (+) relationship between brand awareness and brand image (H7).

CHAPTER III

RESEARCH METHOD

3.1. Introduction

This research contains three constructs including advertising, price promotion, and brand equity. Advertising expenditure, as the main marketing communications tool in the consumer market, should be considered when determining the effects of marketing communications on consumers, and the perceptions that the messages are provoking among different target individuals. Therefore, advertising in this study is defined as the consumer's subjective perception of advertising expenditures for the brand.

Price promotions mean short-term price reduction such as special sales. It is measured as consumer's subjective perception of frequency of the price promotions used for the brand, the scale of brand equity measures four core dimensions: perceived quality, brand loyalty, brand awareness, and brand associations. Perceived quality is defined as a subjective judgment made by the consumer regarding the excellence or superiority of a product (Zeithaml, 1988), Brand loyalty plays an outstanding role in generating brand equity, not only because of its capacity to keep customers loyal (Aaker, 1991; Grover and Srinivasan, 1992), but also because that customer loyalty extends to other brands in the company's portfolio. In this study, brand loyalty refers to the overall commitment of being loyal to a specific brand. The measurement scale is developed with reference to Aaker and A' lvarez del Blanco

(1995) and Yoo et al. (2000). Brand awareness measured as the consumer's subjective perception-level of the brand. High levels of brand-name recognition are those that present the brand with a high degree of brand awareness and the last is Brand associations are related to a series of tangible and intangible attributes associated with the brand, which conditions a favourable attitude to choosing the brand.

The purpose of this study is to examine the impact of perceived advertising expenses and price promotion on brand equity. Quantitative approach is utilized to answer the research problem. The method used in this research is examination by distribute questionnaires to subjects of the research.

3.2. Research Setting

The setting of this research is located in Daerah Istimewa Yogyakarta specifically in Universitas Islam Indonesia including all faculties and also in Apple store that place in Ambarukmo Plaza Yogyakarta. The background in choosing Universitas Islam Indonesia is because the student in this university is vary and represents the consumers of Smart Phone, and for Apple store is because it is easier to found the consumer that have knowledge and experience in using Apple Iphone.

3.3. Population and Sample

Population is the whole or individual unit becoming the suggestion or the research subject, which the characteristic will be supposed. In this research, the

population will be consumer of Apple's Iphone product in Yogyakarta. . Due to the limitation of time, this study use non-probability and convenience sampling method. Non-probability sampling is a sampling design in which the elements in the population have not known yet that they will be selected as sample subjects (Sekaran, 2000). Convenience sampling is a non-probability sampling design by which information and data for the research are gained from members of the population who are conveniently accessible to the researcher (Sekaran, 2000). For correlation study, minimum samples needed for the researcher are thirty (Gay and Diehl, 1996).

Sample is a subset measurements selected from the population of interest (Kotler, 1991). The samples of this research will be consumer of Apple's Iphone product in Yogyakarta. For the purpose of this research, 300 samples are going to be taken as the sample respondents.

3.4. Data Collection Method

The survey method as part of data collection will be adopted to obtain the primary data in this study. The survey is taken in order to derive consumers' opinion as the source of the data in this study about the effect of advertising spending and price promotion toward brand equity elements i.e. brand awareness, brand image, brand loyalty, and perceived quality.

3.5. Research Variable

This research is conducted with independent variable which is advertising spending and price deals and four dependent variables which are perceived quality, Brand Loyalty, Brand Awareness, Brand Image. An independent variable is a variable that influences the dependent variable in either a positive or a negative direction (Sekaran, 2000). The independent variables analysed in this study derived from previous study conducted by (Villarejo-Ramos & Sanchez-Franco, 2005 and Yoo, Donthu and Lee, 2000).

3.5.1. Advertising Spending

Heavy advertising spending shows that the firm is investing in the brand, which implies superior quality (Kirmani and Wright, 1989). In addition, Archibald, Haulman, and Moody (in Yoo, Donthu and Lee, 2000) found that advertising spending levels are good indicators of not only high quality but also good buys. Aaker and Jacobson (in Yoo, Donthu and Lee, 2000) also found a positive relationship between advertising and perceived quality. Hence, advertising spending is positively related to perceived quality, which leads to higher brand equity. The indicators used of advertising spending in this research are:

- a. Attractiveness of advertising
- b. Opinion about advertising
- c. Intensity of advertising

3.5.2. Price Promotion

Price Promotion or also known as price deals in particular, price promotions (e.g., short-term price reductions such as special sales, media-distributed coupons, package coupons, rebates, and refunds), and are believed to erode brand equity over time despite immediate short-term financial gain. Sales promotion may not be a desirable way to build brand equity because it is easily imitate and counteracted (Aaker, 1991) and only develop short-term performance by encouraging sales and momentary brand switching (Gupta in Yoo, Donthu and Lee, 2000).

Furthermore, frequent price promotions may jeopardize brands in the end because they cause consumer confusion based on unanticipated differences between expected and observed prices, which results in an image of unstable quality (Winer, 1986). The indicators used of price promotion in this research are:

- a. Intensively of Price deals
- b. Opinion about price deals
- c. The impact of price deals

A dependent variable is the variable of primary interest to the researcher (Sekaran, 2000). Dependent variable analysed in this study is consumer perception which derived from previous study conducted by Villarejo-Ramos & Sanchez-Franco (2005) and Yoo, Donthu and Lee (2000).

3.5.3. Perceived Quality

Perceived quality measures consumers' subjective judgment about a brand's overall excellence or superiority and addresses overall quality rather than individual elements of quality (Yoo, Donthu and Lee, 2000). The indicators used of perceived quality in this research are:

- a. Consumer product quality expectation
- b. Opinion about the product quality
- c. Product offers best technology

3.5.4. Brand Loyalty

Oliver (in Yoo, Donthu and Lee, 2000) defines brand loyalty as “a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behaviour”. The indicators used of brand loyalty in this research are:

- a. Consideration of loyalty to the brand
- b. Consumer experience about the product
- c. Consumer opinion about the brand and the product

3.5.5. Brand Awareness

Brand awareness precedes building brand equity. The brand name provides the memory nodes in consumers' minds (Aaker, 1991). Consumers may link the

related brand knowledge to the brand name, which finally constitutes brand equity (Aaker, 1991; Keller, 1993). The indicators used of brand awareness in this research are:

- a. Consumer recognize the brand and product easily
- b. Consumer Aware the brand and the product
- c. Consumer know the brand and product characteristic

3.5.6. Brand Image

Brand image is defined as the set of brand associations that consumers retain in their memory about a brand (Keller, 1993). Brand image can be characterized by strength, favourability, and uniqueness of brand associations. The positive associations that form a high brand image are transmitted to consumers through advertising and advertising strength (Keller *et al.* in Villarejo-Ramos & Sanchez-Franco, 2005). The indicators used of brand image in this research are:

- a Characteristic of brand and product distinguish easily
- b Personality of product and brand
- c The image of brand and product
- d Value of the product
- e Consumer impression to the brand and product

3.6. Research Instrument

The research instrument that will be used to collect the data for this research is the distribution of questionnaire directly to Smart Phone consumers with Apple Iphone device as their mobile phone. The questionnaire used to collect data from respondents consists of 48 questions. To ensure respondents understanding of questions, the questionnaire was given in Indonesia. The questionnaire is consists of seven parts. The seven parts relates to advertising spending and price deals as the independent variables and perceived quality, brand loyalty, brand awareness and brand image as dependent variable. Questioner that spread to the subject of research will contain seven parts:

Part 1: Question about Brand and Product = 5 questions

Part 2: Question about Perceive advertising Spending = 7 questions

Part 3: Question about Price deals = 7 questions

Part 4: Question about Perceived quality = 9 questions

Part 5: Question about Brand loyalty = 9 questions

Part 6: Question about Brand awareness = 4 questions

Part 7: Question about Brand image = 7 questions

In order to respond the answer from the respondent, this research uses Likert scale. Respondent will be asked to fill the statement in five categories. According to Jogiyanto (2004), measurement can be based on the rating of the statements given by respondents by giving score 1 for “strongly disagree”, 5 for “strongly agree” and 3 for neutral and this is the description:

1 = strongly disagree

2 = Disagree

3 = Neither agree/nor disagree

4 = Agree

5 = Strongly Agree

Furthermore, a pre-test was constructed prior the distribution of the questionnaire. The pre-test is aimed to identify the respondents' difficulty understanding the statement and the questions in the questionnaire.

3.7. Validity and Reliability Test

In this study the function of validity test is to measure and analyse whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. This is because the result of this research is fully dependent on the quality of the data obtained.

In this study the writer will take samples from the total respondents at 5% of significance level, then the critical value for the validity coefficient is about $r = 0.361$ (Sugiyono, 2004). If the validity coefficient of one item is greater than critical value for validity coefficient (0.361), it means the item can be considered as valid, but if the validity coefficient of one item is less than the critical value for validity coefficient (0.361) it means the item is invalid or failed.

Reliability test is also designed to find out the consistency of the measurement tools. It could give the result which is relatively consistent if there is re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will be provide a reliable result that is also relevant to the variable used, and if the data is really relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test is conducted with SPSS by putting all questions in SPSS to be analysed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach (α) is ≥ 0.6 thus the measurement tool of the research is claimed reliable to be used.

3.8. Statistical Tools for Data Analysis

3.8.1. Quantitative Analysis

This research will use Structural Equation Modelling (SEM) as the statistical tool to analyse collected data. It is used to determine the correlation. This statistic method is used to find out how far the marketing promotion (perceived advertising spending) and Price promotion (price deals) influence brand equity (brand awareness, brand image, brand loyalty, perceived quality) with the intention of determine the influence of independent variables on dependent variables. In order to minimize bias result, the identity of respondent is also provided, and in this research also screen for errors, incomplete and missing response.

In addition, AMOS software analysis will be used to carry out the investigation of relationship among the variables which influence brand equity dimension of Apple Iphone Product.

3.8.2. Structural Equation Modelling (SEM)

Quantitative Analysis is an analysis method that uses statistical methodology to solve the problems. This research uses analysis of *Structural Equation Modelling* (SEM). This model was chosen to determine the extent of the influence of Marketing Communication and Price Promotion on Brand Equity in the case of Apple's Iphone product at Yogyakarta. According to Hair, *et. al.*, (1998) the process of *Structural Equation Modelling* (SEM) consists of following step:

3.8.2.1. Model Development Based on Theory

Structural Equation Modelling (SEM) based causality relationship where the changing of one variable is assumed to be caused by changing other variables. The strong causality relationship between two variables is assumed not to be caused by the analysis chosen, but it caused by the theoretical justification to support the analysis (Ghozali, 2004).

3.8.2.2. Path Diagram and Structural Equation

According to Ghozali (2004), there are two steps that must be taken to make a path diagram and structural equation, they are, arranging the structural model by

correlating latent construct (endogenous and exogenous) with indicator variable (*manifest variable*).

3.8.2.3. Choosing Input Matrix and Estimation Model

Model in structural equation is different from other multivariate analysis techniques, SEM only uses data input, and that is variance/covariance matrix or correlation matrix. Through data from questionnaire will be change into variance/covariance matrix or correlation matrix, so that the equation also stated as *covariance structural analysis*. Covariance matrix has advantage than correlation matrix in giving comparison validity between different population and different sample. The use of correlation is best suited if the research objectives are simply to understand the pattern of construct relationship, but do not describe the total variance of the construct (Ghozali, 2004).

3.8.2.4. Structural Model Identification

Identification problem is incapability of proposed model to result estimation model. In order to see the identification problem, is by seeing the estimation result, those are: big value of *standard error* for one or more coefficients, incapability of program to invert *information matrix*, impossible estimation value (negative *error variance*), and high correlation (>0.90). If there is any identification problem, so there are 3 things that must be concerned, coefficient amount that relatively estimated toward covariance or identified correlation with small value of *degree of freedom*

(*df*), using reciprocal correlation among constructs, failures in determining fix value on construct scale (Ghozali, 2004).

3.8.2.5. Goodness of Fit Criteria

If *offending estimate* happening, those are: negative variance *error* or *non-significant error variance* of construct, *standardized coefficient* close to value of 1.0, and high standard error, so the cause of *offending estimate* must be eliminated first. In SEM analysis, there is no single statistical test tool to measure or test the model (Hair, *et. Al.*, 1995; Joreskog & Sorbom, 1989; Long, 1983; Tabachnic & Fidell, 1996, in Ferdinand, 2002) *Fit Index* and *cut of value* that is used to test whether the model can be accepted or not, as follows:

a. Absolute Fit Measures

1. Likelihood Ratio Chi Square Statistic

An analysis tool to measure overall fit is *likelihood ratio chi-square statistic*, with sample of 150 respondents. Model which is tested will be considered as good or satisfied if the *chi-square* (χ^2) value is small. Small value of χ^2 means that the model is good ($\chi^2 = 0$, means that there is nothing differences, H_0 is accepted) and accepted based on probability with *cut of value* $p > 0.05$ or $p > 0.10$ (Hulland, *et. Al.*, 1996, in Ghozali, 2004).

Because this analysis objective is to develop and test a model which is suited and *fit* based on the data, so it required insignificant value of χ^2 that test null hypotheses (*estimated population covariance* is not equal than *sample*

covariance). Value of χ^2 can be compared with *degree of freedom (df)* to get relative value of χ^2 and it is used to make conclusion that high relative value of χ^2 means that significant difference between covariance matrix observed and covariance matrix estimated.

Small value of χ^2 resulting the significant level more than 0.05 that indicates that there is no significant difference between covariance matrix data and covariance matrix estimated (Hair, *et. Al.*, 1995 in Ghazali, 2004)

2. CMIN/DF (The minimum Sample Discrepancy Function)

The minimum Sample Discrepancy Function (CMIN) divided by its *degree of freedom (df)* will result CMIN/DF (generally, it is used for researcher as indicator to measure fit level of model. CMIN/DF is also as *chi-square* statistic; χ^2 divided by its *degree of freedom (df)* is relative χ^2 . Value of χ^2 relatively less than 2.0 or even less than 3.0 as indication of *acceptable fit* between model and data (Arbuckle, 1997 in Ghazali, 2004)

3. GFI (Goodness of Fit Index)

Fit Index can measure proportion of variance in covariance matrix sample that stated by estimated matrix covariance population (Bentler, 1983; Tanaka & Huba, 1989 in Ghazali, 2004). GFI is *non-statistical* measurement tool that has value range from 0 (*poor fit*) until 1.0 (*perfect fit*). High value in this index shows “*better fit*”.

4. RMSEA (The Root Mean Square Error of Approximation)

RMSEA is index that can be used to compensate *chi-square* statistic in big sample (Baumgartner & Homburg in Ghazali, 2004). RMSEA value shows expected *Goodness of Fit Index* if estimated model in population (Hair, *et. al.*, 1995). Small value of RMSEA (< 0.08) means that model that shows *close fit* of model based on *degree of freedom (df)* can be accepted (Browne & Cudeck in Ghazali, 2004)

b. Incremental Fit Measures

1. AGFI (Adjusted Goodness of Fit Index)

Tanaka & Huba (1989) and Ghazali (2004) stated that GFI is analogue of R^2 in multiple regressions. This *Fit Index* can be adjusted toward available *degree of freedom (df)* to test whether the model can be accepted or not (Arbuckel in Ghazali 2004: 20). Index got from the equation below:

$$AGFI = 1 - (1 - GFI)^{\frac{d_b}{d}}$$

Where

$$d_b = \sum_{g=1}^G p^{\bullet(g)} = \text{Sample moments}$$

$$d = \text{degrees of freedom}$$

Acceptance level that recommended is if AGFI has equal value with more than 0.90 (Hair, *et al* in Ghazali, 2004). GFI and AGFI are the criteria that measure proportion of variance in a covariance matrix sample. Value of 0.95

can be interpreted as *good overall fit* level and range value 0.090-0.95 shows *adequate fit level* (Hulland, *et al.* inGhozali, 2004).

2. TLI (Tucker Lewis Index)

TLI is *incremental fit index* alternative that compared tested model toward baseline model (Baugartner Homburg, 1996). The recommended value as the base of model is ≥ 0.90 (Hair, *et. al.*, 1995), and the value that close to 1 (one) shows a very good fit (Arbuckle, in Ghozali, 2004). Index as follows:

$$TLI = \frac{(\chi^2_{null} / df_{null}) - (\chi^2_{proposed} / df_{proposed})}{(\chi^2_{null} / df_{null}) - 1}$$

Or:

$$TLI = \frac{\frac{C_b}{d_b} - \frac{C}{d}}{\frac{C_b}{d_b} - 1}$$

Where C is discrepancy of model that is evaluated and d is degree of freedom, meanwhile C_b and d_b is discrepancy and *degrees of freedom* from the *baseline model* that has comparison.

3. NFI (Normed Fit Index)

It is the comparison measurement between *the proposed model* and *the null model*. Value of NFI will be varied from 0 (*no fit at all*) until 1.0 (*perfect fit*). Like TLI, there is no *absolute value* that used as the standard, but generally recommended as equal or > 0.90 .

3.8.2.6. Model Interpretation

According to Ghazali (2004), when model is stated as acceptable, it can consider to make a modification index to recover theoretical justification or goodness of fit. This modification must have a consideration. If modification model must be cross validated (estimated with separated data) before modification model accepted. If got value absolute fit model from default model, with chi-square that relatively big value, that is showed by significant probability level ($p < 0.5$) so it requires modification. Model can be stated as good fit model if probability level of chi-square relatively is smaller than in significant probability level ($p > 0.05$).

CHAPTER 4

RESEARCH FINDINGS AND DISCUSSION

This chapter integrates the findings of the research and a discussion of these findings. As it is mentioned earlier in Chapter 3, the data processing and analysis will be conducted in this part. That will include the validity and reliability test, descriptive analysis and the hypothesis testing using Structural Equation Modelling (SEM).

4.1. Validity and Reliability Test

4.1.1. Validity Test

Validity test show well an instrument that is developed measures the particular concept it is supposed to measure. Validity test in this research was conducted by using SPSS 16 for Windows, with the level of confidence 5% and one tailed test used. If the validity coefficient of one item is greater than critical value for validity coefficient (0.361), it means the item can be considered as valid; the results of validity test show that all of the statements employed in the questionnaire distributed to respondents are valid. Accordingly, all of the questions can be included for the next step of research. The concise results of the validity test are presented in Table 4.1.

Table 4.1
Validity Test Results

Variable	Items	Validity Coefficient	Critical Value	Notes
Perceived Quality	PQ1	0.855	0.361	Valid
	PQ2	0.921	0.361	Valid
	PQ3	0.869	0.361	Valid
	PQ4	0.790	0.361	Valid
	PQ5	0.880	0.361	Valid
	PQ6	0.915	0.361	Valid
	PQ7	0.901	0.361	Valid
	PQ8	0.917	0.361	Valid
	PQ9	0.855	0.361	Valid
Brand Loyalty	BL1	0.770	0.361	Valid
	BL2	0.841	0.361	Valid
	BL3	0.924	0.361	Valid
	BL4	0.852	0.361	Valid
	BL5	0.790	0.361	Valid
	BL6	0.885	0.361	Valid
	BL7	0.902	0.361	Valid
	BL8	0.891	0.361	Valid
	BL9	0.913	0.361	Valid
	BL10	0.858	0.361	Valid
	BL11	0.850	0.361	Valid
Brand Image	BI1	0.902	0.361	Valid
	BI2	0.872	0.361	Valid
	BI3	0.838	0.361	Valid
	BI4	0.885	0.361	Valid
	BI5	0.920	0.361	Valid
	BI6	0.898	0.361	Valid
	BI7	0.811	0.361	Valid
Brand Awareness	BA1	0.906	0.361	Valid
	BA2	0.845	0.361	Valid
	BA3	0.912	0.361	Valid
	BA4	0.910	0.361	Valid
Perceived Advertising Spending	PAS1	0.753	0.361	Valid
	PAS2	0.736	0.361	Valid
	PAS3	0.813	0.361	Valid
	PAS4	0.656	0.361	Valid
	PAS5	0.806	0.361	Valid
	PAS6	0.723	0.361	Valid
	PAS7	0.713	0.361	Valid

Variable	Items	Validity Coefficient	Critical Value	Notes
Price Deals	PD1	0.763	0.361	Valid
	PD2	0.732	0.361	Valid
	PD3	0.812	0.361	Valid
	PD4	0.676	0.361	Valid
	PD5	0.798	0.361	Valid
	PD6	0.713	0.361	Valid
	PD7	0.717	0.361	Valid

Source: primary data, 2012.

4.1.2. Reliability Test

The reliability of a measure indicates the stability and consistency with which the instrument is measuring the concept and helps to assess the goodness of a measure. The calculation of the coefficient correlation is conducted by using SPSS 16 for Windows, using Cronbach's alpha technique. If the Cronbach's alpha (α) is ≥ 0.6 thus the measurement tool of the research is claimed reliable to be used. The results of reliability test show that the questionnaire distributed to respondents are reliable. The concise results of the reliability test are presented in Table 4.2.

Table 4.2
Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Notes
Perceived Quality	0.962	0.6	Reliable
Brand Loyalty	0.965	0.6	Reliable
Brand Image	0.947	0.6	Reliable
Brand Awareness	0.913	0.6	Reliable
Perceived Advertising Spending	0.865	0.6	Reliable
Price Deals	0.866	0.6	Reliable

Source: primary data, 2012.

4.2. Respondents' Profile Analysis

As already mentioned before, the respondents of this research are consumers of Apple's Iphone product in Yogyakarta. From the questionnaires, the respondent filled out their personal information about sex, age, education, occupation, income and other information, such as source of product information, Apple smartphone advertising, Apple smartphone usage and also the respondents' response about brand and product. The writer uses percentage analysis to analyse the respondents' profile. The concise results of the respondents' profile analysis are presented in Table 4.4 below.

Table 4.3
Respondents' Profile Analysis

Profiles	Count	Percentage
Sex		
Male	148	49.3%
Female	152	50.7%
Age		
< 21	57	19.0%
21 - 30	179	59.7%
31 - 40	55	18.3%
> 40	9	3.0%
Education		
SMP	24	8.0%
SMA	28	9.3%
University	248	82.7%
Occupation		
Student	195	65.0%
Employee	46	15.3%
PNS/TNI/POLRI/BUMN	23	7.7%
Entrepreneur	23	7.7%
Others	13	4.3%
Income		
< 1 million	116	38.7%
1 - 2 million	80	26.7%

Profiles	Count	Percentage
2 - 3 million	8	2.7%
3 - 4 million	35	11.7%
4 - 5 million	49	16.3%
> 5 million	12	4.0%
Source of Product Information		
Friend	46	15.3%
Sibling/Family	44	14.7%
Advertisement	85	28.3%
News	56	18.7%
Others	69	23.0%
Apple's Advertising		
Television	66	22.0%
Magazine	62	20.7%
Newspaper	47	15.7%
Internet	119	39.7%
Others	6	2.0%
Apple's Usage		
< 1 year	109	36.3%
1 - 2 years	101	33.7%
> 2 years	90	30.0%

Source: primary data, 2012.

From the table above can be seen that the most respondents of this research are female (50.7%), having age between 21 to 30 years old (59.7%), having university as educational background (82.7%), student (65.0%), having average monthly income between below 1 million (38.7%). The results of the respondents' profile analysis also show that most of the respondents get the information of Apple's Iphone product from advertisement (28.3%), and internet is the most common form of the advertising (39.7%). The research finding also shows that most of the respondents are new consumer of Apple's Iphone product. It can be known from the

respondents' profile analysis that most of the respondents had been use Apple's Iphone product for less than a year (36.3%).

The result findings of the respondents' response about brand and product show that most of the respondents agree that Apple's Iphone is a very good brand (57,3%), very agree that Apple's Iphone is a very nice brand (51,3%), agree that Apple's Iphone is a very attractive brand (54,0%), that Apple's Iphone is an extremely likeable brand (52,7%) and that Apple's Iphone is a different brand (50,7%). The concise results of the respondents' response are presented in Table 4.4.

Table 4.4
Respondents' Response about Brand and Product

About Brand	Very Disagree	Disagree	Neutral	Agree	Very Agree
Apple's Iphone is a very good brand	0 (0.0%)	0 (0.0%)	0 (0.0%)	172 (57.3%)	128 (42.7%)
Apple's Iphone is a very nice brand	0 (0.0%)	0 (0.0%)	0 (0.0%)	145 (48.3%)	155 (51.7%)
Apple's Iphone is a very attractive brand	0 (0.0%)	0 (0.0%)	0 (0.0%)	162 (54.0%)	138 (46.0%)
Apple's Iphone is an extremely likeable brand	0 (0.0%)	0 (0.0%)	0 (0.0%)	157 (52.3%)	143 (47.7%)
Apple's Iphone is a different brand	0 (0.0%)	0 (0.0%)	0 (0.0%)	154 (51.3%)	146 (48.7%)

Source: primary data, 2012

4.3. Descriptive Statistics

Descriptive statistics is needed to observe the sample characteristics that are used in this research. From the tables below, it can be found the minimum and maximum value, mean, and the standard deviation of each variable used, i.e. perceived advertising spending, price deals, perceived quality, brand loyalty, brand

awareness and brand image. The concise results of the Descriptive statistics are presented in Table 4.5.

Table 4.5.
Descriptive Statistics

.Variable	Minimum	Maximum	Mean	Std. Deviation
Perceived Quality	1.44	4.56	3.12	0.75
Brand Loyalty	1.55	4.45	3.01	0.66
Brand Image	1.43	4.71	3.02	0.78
Brand Awareness	1.25	4.75	3.02	0.88
Perceived Advertising Spending	1.29	4.43	3.03	0.61
Price Deals	1.29	4.57	3.03	0.70

Source: primary data, 2012

From the result of the descriptive statistics analysis as showed in the Table 4.5 can be found out that variable Perceived Quality has minimum value 1.44, maximum value 4.56, mean value 3.12 and standard deviation value 0.75. The variable Brand Loyalty has minimum value 1.55, maximum value 4.45, mean value 3.01 and standard deviation value 0.66. The variable Brand Image has minimum value 1.43, maximum value 4.71, mean value 3.02 and standard deviation value 0.78. The variable Brand Awareness has minimum value 1.25, maximum value 4.43, mean value 3.03 and standard deviation value 0.88. The variable Perceived Advertising Spending has minimum value 1.29, maximum value 4.43, mean value 3.03 and standard deviation value 0.61. The variable Price Deals has minimum value 1.29, maximum value 4.57, mean value 3.03 and standard deviation value 0.70.

4.4. Data Analysis

This research use Structural Equation Modelling (SEM) as the statistical tool for hypothesis testing. This statistic method is used to find out how far the marketing promotion (perceived advertising spending) and price promotion (price deals) influence brand equity (brand awareness, brand image, brand loyalty, perceived quality) with the intention of determine the influence of independent variables on dependent variables.

4.4.1. Path Diagram and Structural Equation

Path diagram and structural equation show the causal relationship between brand equity (brand awareness, brand image, brand loyalty, perceived quality) and the marketing promotion (perceived advertising spending) and price promotion (price deals). The path diagram and structural equation by using AMOS software are described in the following figure.

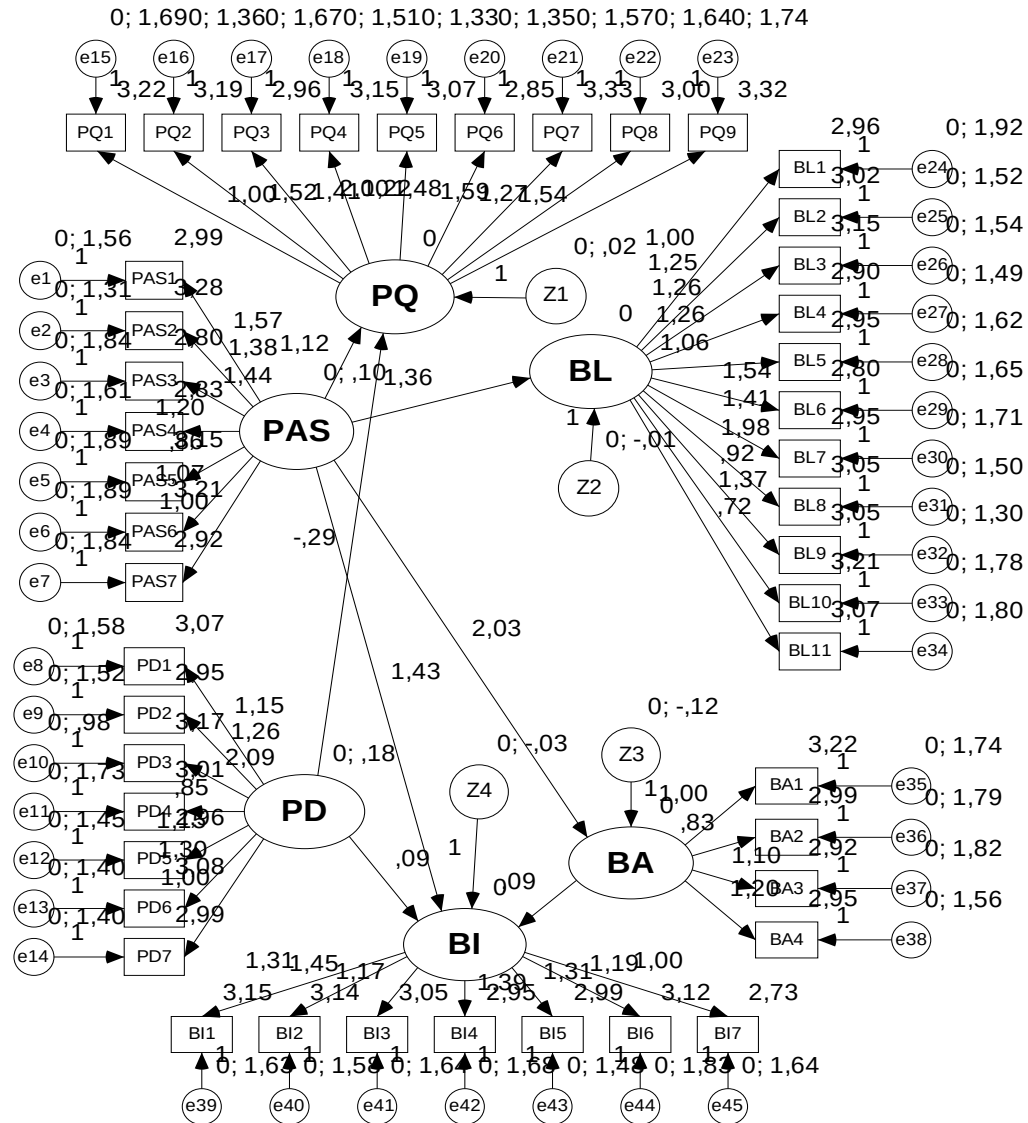


Figure 4.1. Path Diagram

4.4.2. Estimation and Model Evaluation

After obtaining the path diagram and structural equation, the next step is evaluating the SEM output. In SEM analysis, there is no single statistical test tool to measure or test the model. Fit index and cut off value that is used to test whether the

model can be accepted or not, as follows: Chi-Square, RMR (Root Mean Square Residual), GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), TLI (Tucker Lewis Index) and NFI (Normed Ft Index).

The goodness of fit test is used to determine whether the model can be statistically accepted or not. Nevertheless, the goodness of fit test is not used to evaluate whether the paths in the model are statistically significant or not. If the model is statistically accepted then the interpretation of the paths in the model can be carried out. The result of the goodness of fit test for the structural equation model by using AMOS software is presented in Table 4.6.

Table 4.6.
Goodness of Fit Test

Fit Measure	Output	Cut-off Value	Notes
Chi-Square	1688,232	Small, close to 1	Not good
Probability	0,000	> 0.05	Not good
CMIN/DF	1,800	< 2	Good
RMSEA	0,052	$\leq 0,08$	Good
GFI	-	$\geq 0,9$	-
AGFI	-	$\geq 0,9$	-
TLI	0,485	$\geq 0,9$	Not good
NFI	0,332	$\geq 0,9$	Not good

Source: primary data, 2012.

For SEM analysis, various type of statistical test are used to analyse the hypothesis test. The most basic test is *chi-square* (χ^2) statistic. Model which is tested will be considered as good or satisfied if the *chi-square* (χ^2) value is small. Small value of χ^2 means that the model is good. Small value of χ^2 resulting the significant level more than 0.05 that indicates that there is no significant difference between

covariance matrix data and covariance matrix estimated. From the Table 4.6 can be seen that the value of χ^2 is large and the probability value is 0,000 ($p < 0.05$). Because the probability value is less than *cut-off value* $p < 0.05$, therefore the H_0 is rejected. It means that the model based on the *chi-square* (χ^2) value is not good enough.

As mentioned before that in SEM analysis, there is no single statistical test tool to measure or test the model. Thus, other fit measure can be use as goodness of fit test for the model. The fit measure results also show that the output value of RMSEA is 0.052 (< 0.08), the value of CMIN/DF is 1.800 (< 2), the value of GFI and AGFI are not calculated, the value of TLI is 0.485 (< 0.9) and the value of NFI is 0.332 (< 0.9) Since the fit measure results on RMSEA and CMIN/DF are in accordance with the criterions, therefore the model is considered to be fit and can be used for the hypothesis test.

4.4.3. Hypothesis Test

The hypothesis testing is conducted by examining the path coefficients in the model which are presented in regression weights output. If the path coefficient is significant then the hypothesis of the research is accepted. The criterion for the hypothesis testing is whether the p value for specified path less than 0.05. The result of the regression weights for the structural equation model by using AMOS software is presented in Table 4.7.

Table 4.7
Hypothesis Testing (Regression Weights)

Path	Regression Weights		C.R.	P
	Unstandardized	Standardized		
PAS → PQ	1.032	0.840	2.541	0.011
PAS → BL	1.227	1.024	2.567	0.010
PAS → BA	2.014	1.378	3.001	0.003
PAS → BI	1.480	1.038	2.576	0.010
PD → PQ	-0.351	-0.310	-1.838	0.066
PD → BI	0.092	0.070	0.709	0.478
BA → BI	0.048	0.050	0.368	0.713

Source: primary data, 2012.

According to the results of the regression weights as presented in the Table 4.7 can be interpreted the hypothesis testing as follow.

a. Hypothesis 1

The hypothesis 1 states that perceived advertising spending have positive effect on perceived quality. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is positive and significant. From the Table 4.7 above can be found out that the standardized regression weights estimate is 0.840 with p value is 0.011. Since the standardized regression weights estimate of hypothesis 1 is positive and significant (< 0.05) thus the hypothesis 1 is accepted.

b. Hypothesis 2

The hypothesis 2 states that perceived advertising spending have positive effect on brand loyalty. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is positive and significant. From the Table 4.7 above can be found out that the standardized

regression weights estimate is 1.024 with p value is 0.010. Since the standardized regression weights estimate of hypothesis 2 is positive and significant (< 0.05) thus the hypothesis 2 is accepted.

c. Hypothesis 3

The hypothesis 3 states that perceived advertising spending have positive effect on brand awareness. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is positive and significant. From the Table 4.7 above can be found out that the standardized regression weights estimate is 1.378 with p value is 0.003. Since the standardized regression weights estimate of hypothesis 3 is positive and significant (< 0.05) thus the hypothesis 3 is accepted.

d. Hypothesis 4

The hypothesis 4 states that perceived advertising spending have positive effect on brand image. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is positive and significant. From the Table 4.7 above can be found out that the standardized regression weights estimate is 1.038 with p value is 0.010. Since the standardized regression weights estimate of hypothesis 4 is positive and significant (< 0.05) thus the hypothesis 4 is accepted.

e. Hypothesis 5

The hypothesis 5 states that price deals have negative effect on perceived quality. It is tested by examining whether the path coefficient (standardized

regression weights estimate) between both constructs is negative and significant. From the Table 4.7 above, it can be found out that the standardized regression weights estimate is -0.310 with p value is 0.066. Since the standardized regression weights estimate of hypothesis 5 is negative and significant (< 0.05), thus the hypothesis 5 is not accepted.

f. Hypothesis 6

The hypothesis 6 states that price deals have negative effect on brand image. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is negative and significant. From the Table 4.7 above can be found out that the standardized regression weights estimate is 0.070 with p value is 0.478. Since the standardized regression weights estimate of hypothesis 6 is not negative and insignificant (> 0.05) thus the hypothesis 6 is not accepted.

g. Hypothesis 7

The hypothesis 7 states that brand awareness have a positive effect on brand image of a product. It is tested by examining whether the path coefficient (standardized regression weights estimate) between both constructs is positive and significant. From the Table 4.7 above can be found out that the standardized regression weights estimate is 0.368 with p value is 0.713. Since the standardized regression weights estimate of hypothesis 7 is positive but not significant (> 0.05) thus the hypothesis 7 is not accepted.

4.5. Discussion

According to the result of the hypothesis testing, a concise discussion will be conducted in the following subchapter. The result of the structural equation model by using AMOS software particularly on the regression weights shows that advertising spending has positive effect on perceived quality. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and perceived quality is positive (0.840) and significant (< 0.05). From this result, can be said that the hypothesis 1 which states that perceived advertising spending have positive effect on perceived quality is accepted. It means that higher perceived advertising spending will be followed by higher perceived quality. When consumers perceive high spending on advertising, this contributes to their perception of the level of confidence that marketing managers have in the product.

The result of the structural equation model by using AMOS software shows that advertising spending has positive effect on brand loyalty. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and brand loyalty is positive (1.024) and significant (< 0.05). It means that higher perceived advertising spending will be followed by higher brand loyalty. From this result, can be said that the hypothesis 2 which states that perceived advertising spending has positive effect on brand loyalty is accepted.

The result of the structural equation model by using AMOS software shows that advertising spending has positive effect on brand awareness. This can be seen from the path coefficient (standardized regression weights estimate) between

perceived advertising spending and brand awareness is positive (1.378) and significant (< 0.05). It means that higher perceived advertising spending will be followed by higher brand awareness. From this result, can be said that the hypothesis 3 which states that perceived advertising spending has positive effect on brand awareness is accepted.

The result of the structural equation model by using AMOS software shows that advertising spending has positive effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and brand image is positive (1.038) and significant (< 0.05). It means that higher perceived advertising spending will be followed by higher brand image. From this result, can be said that the hypothesis 4 which states that perceived advertising spending has positive effect on brand image is accepted.

The result of the structural equation model by using AMOS software shows that price deals have no negative effect on perceived quality. This can be seen from the path coefficient (standardized regression weights estimate) between price deals and perceived quality is negative (-0.310) and insignificant (> 0.05). It means that higher price deals will not be followed by lower perceived quality. Price promotion of Apple's Iphone does not change the customer perceptions on product quality. The lowering price of Apple's Iphone does not make consumers perceived this product quality is not good. It is because consumers keep consider Apple's Iphone quality is good even its prices are lowering.

The result of the structural equation model by using AMOS software shows that price deals have no negative effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between price deals and brand image is not negative (0.070) and insignificant (> 0.05). From this result, it can be said that the hypothesis 6 which states that price deals have negative effect on brand image is not accepted. It means that higher price deals will not be followed by higher brand image. Price promotion of Apple's Iphone does not change the customer perceptions on brand image. The lowering price of Apple's Iphone does not make consumers confused, which leads to an image of unstable quality. It is because consumers keep consider Apple's Iphone as a good quality product even its prices are lowering.

The result of the structural equation model by using AMOS software also shows that brand awareness have no positive effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between brand awareness and brand image is positive (0.050) but not significant (> 0.05). It means that higher brand awareness will not be followed by higher brand image. From this result, it can be said that the hypothesis 7 which states that brand awareness has positive effect on brand image is not accepted. It is because consumers consider Apple as a valuable brand though they do not exactly know the product (Iphone) characteristic. It is also because consumers have good impression to the brand (Apple) whether they aware the product (Iphone) or not.

From the result of the hypothesis testing can be said that corporate branding and image building is very much oriented to the longer term. In other words, the long-term goals of brand-building and brand image to be of greater interest than short-term objectives such as sales. It is also to be noticed that companies that lower the prices of their products during the recession may risk damaging long-term brand perceptions because suspicious consumers assume something is wrong with the product or brand if it's being discounted. Maintaining prices even in a down economy may actually be the best way to protect brand image.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

The conclusion is a brief and precise statement drawn from the findings of the research and discussion of the findings. There are several conclusions taken from this research, which are derived from the data analysis results.

1. The goodness of fit test result showed that the *chi-square* (χ^2) value is large and the probability value is less than *cut-off value* $p < 0.05$. It means that the model based on the *chi-square* (χ^2) value is not good enough. Otherwise, the fit measure results on RMSEA and CMIN/DF are in accordance with the criteria, therefore the model is considered to be fit and can be used for the hypothesis test.
2. The advertising spending has positive effect on perceived quality. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and perceived quality is positive (0.840) and significant (< 0.05). The hypothesis 1 which states that perceived advertising spending has positive effect on perceived quality is accepted.
3. The advertising spending has positive effect on brand loyalty. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and brand loyalty is positive (1.024) and significant (< 0.05). The hypothesis 2 which states that perceived advertising spending has positive effect on brand loyalty is accepted.

4. The advertising spending has positive effect on brand awareness. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and brand awareness is positive (1.378) and significant (< 0.05). The hypothesis 3 which states that perceived advertising spending have positive effect on brand awareness is accepted.
5. The advertising spending has positive effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between perceived advertising spending and brand image is positive (1.038) and significant (< 0.05). The hypothesis 4 which states that perceived advertising spending have positive effect on brand image is accepted.
6. The price deals have negative effect on perceived quality. This can be seen from the path coefficient (standardized regression weights estimate) between price deals and perceived quality is negative (-0.310) and insignificant (> 0.05). The hypothesis 5 which states that price deals have negative effect on perceived quality is not accepted.
7. The price deals have no negative effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between price deals and brand image is not negative (0.070) and insignificant (> 0.05). The hypothesis 6 which states that price deals have negative effect on brand image is not accepted.
8. The brand awareness has no positive effect on brand image. This can be seen from the path coefficient (standardized regression weights estimate) between

Brand awareness and brand image is positive (0.050) but not significant (> 0.05).

The hypothesis 7 which states that brand awareness have positive effect on brand image is not accepted.

5.2. Recommendations

The recommendations are made based on the writer's experience and opinion while conducting this study, and are aimed at writers in a similar field wishing to develop a further research. The writer suggests for the future research to use more sophisticated method and develop another parameters in analyzing advertising, price promotion and brand equity in the market.

Based on the research finding the writer suggests the company to maintain the relationship with the customer, by using advertising, in order to build brand image and brand awareness.

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APPENDICES

Evaluasi Ekuitas Merek

YTH. Bapak/Ibu/Saudara

Di Tempat

Assalamu'alaikum Wr. Wb.

Saya, Irawan Daru Pratama, mahasiswa Program International FE UII sedang melakukan penelitian skripsi dengan judul:

“Efek dari marketing komunikasi dalam hal ini pengeluaran dalam iklan dan promosi harga terhadap ekuitas merek (kekuatan merek)”

(Studi Kasus pada produk merek Apple I-Phone di Jogjakarta).

Pada kesempatan ini, saya mengharap kesediaan Bapak/Ibu/Saudara untuk berpartisipasi dalam penelitian ini dengan cara menjawab kuesioner berikut sesuai pendapat Bapak/Ibu/Saudara. Hasil dari kuesioner berikut sesuai dengan pendapat Bapak/Ibu/Saudara sendiri tanpa ada pengaruh dari orang lain. Hasil dari kuesioner ini hanya digunakan untuk keperluan ilmiah, dan tidak dikaitkan dengan keperluan komersial merek produk tertentu.

Terima kasih atas partisipasi Bapak/Ibu/Saudara

Wassalamu'alaikum Wr. Wb.

Irawan Daru Pratama

DATA RESPONDEN

Petunjuk : Jawablah pertanyaan – pertanyaan berikut dengan memberi tanda

(X) pada pilihan yang sesuai:

1. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
2. Umur :tahun
3. Pendidikan Terakhir : ☐ SMP ☐ SMA ☐ Perguruan Tinggi
4. Pekerjaan : ☐ Pelajar/Mahasiswa
☐ Pegawai Swasta
☐ PNS/TNI/POLRI/BUMN
☐ Wiraswasta
☐ Lain, Yaitu
5. Berapa pendapatan anda tiap bulan ?.
☐ < 1 juta ☐ 1 juta - 2 juta ☐ 2 juta – 3 juta ☐ 3 juta – 4 juta
☐ 4juta- 5 juta ☐ > 5 juta
6. Darimana anda mengetahui produk Apple I Phone ?.
☐ Teman ☐ Saudara/kerabat ☐ Iklan ☐ Berita ☐ Lain, Yaitu.....
7. Dimana anda pernah melihat Iklan Produk Apple I Phone ?.
☐ Televisi ☐ Majalah ☐ Koran ☐ Internet ☐ Lain, Yaitu.....
8. Berapa lama anda telah menggunakan produk Apple I phone ?.
☐ < 1 tahun ☐ 1-2 tahun ☐ > 2 tahun

Petunjuk Pengisian

Pilihlah salah satu di antara pilihan jawaban yang telah disediakan. Adapun caranya ialah dengan melingkari (○) salah satu pilihan jawaban yang terdapat di bawah setiap pertanyaan.

Contoh:

STS TS N S SS

Perlu diketahui bahwa tidak ada pilihan yang menyatakan benar atau salah. Oleh karena itu pilihlah yang paling sesuai dengan kondisi anda sesungguhnya. Jangan sampai ada pertanyaan yang terlampaui atau tidak diisi. Isilah semuanya dengan baik.

Adapun arti dari pilihan jawaban yang tersedia adalah:

1 = Sangat tidak setuju (STS)	3 = Netral (N)	5 = Sangat setuju (SS)
2 = Tidak setuju (TS)	4 = Setuju (S)	

A. PERNYATAAN TENTANG MEREK APPLE I-PHONE

<u>Pernyataan tentang Merek</u> <u>(About Brand)</u>	<u>Sangat Tidak Setuju</u>			<u>Sangat Setuju</u>	
	STS	TS	N	S	SS
1. Apple I-phone adalah merek yang baik	1	2	3	4	5
2. Apple I-phone adalah merek yang bagus	1	2	3	4	5
3. Apple I-phone adalah merek yang atraktif	1	2	3	4	5
4. Apple I-phone adalah merek yang sangat menyenangkan	1	2	3	4	5
5. Apple I-phone adalah merek yang berbeda	1	2	3	4	5

B. PERNYATAAN TENTANG PERSEPSI KUALITAS (PERCEIVED QUALITY)

<u>Pernyataan tentang Persepsi Kualitas</u> <u>(Perceived Quality)</u>	<u>Sangat Tidak Setuju</u>			<u>Sangat Setuju</u>	
	STS	TS	N	S	SS
1. Apple I-phone memiliki kualitas yang tinggi	1	2	3	4	5
2. Kualitas yang mungkin dimiliki Apple I-phone sangat tinggi	1	2	3	4	5

<u>Pernyataan tentang Persepsi Kualitas (Perceived Quality)</u>	<u>Sangat Tidak Setuju</u>			<u>Sangat Setuju</u>	
	STS	TS	N	S	SS
3. Kemungkinan Apple I-phone dapat memuaskan pelanggan sangat tinggi	1	2	3	4	5
4. Kemungkinan Apple I-phone dapat diandalkan sangat tinggi	1	2	3	4	5
5. Apple I-phone pasti sangat memiliki kualitas yang sangat bagus	1	2	3	4	5
6. Apple I-phone adalah merek dengan karakteristik yang memiliki inovasi yang berkelanjutan	1	2	3	4	5
7. Apple I-phone pemimpin yang berkualitas dalam kategorinya	1	2	3	4	5
8. Dibandingkan dengan pesaing, saya sangat mengapresiasi merek Apple I-phone	1	2	3	4	5
9. Dibandingkan dengan pesaing, saya sangat menghormati merek Apple I-phone	1	2	3	4	5

C. PERNYATAAN TENTANG KESETIAAN MEREK (BRAND LOYALTY)

<u>Pernyataan tentang Kesetiaan Merek (Brand Loyalty)</u>	<u>Sangat Tidak Setuju</u>			<u>Sangat Setuju</u>	
	STS	TS	N	S	SS
1. Saya mempertimbangkan untuk setia terhadap merek Apple I-phone	1	2	3	4	5
2. Apple I-phone akan menjadi pilihan pertama saya dalam hal smart-phone	1	2	3	4	5
3. Saya tidak akan membeli merek lain selain Apple I-phone	1	2	3	4	5
4. Apple I-phone telah memenuhi harapan saya pada saat saya terakhir beli.	1	2	3	4	5
5. Saya akan membeli Apple I-phone lagi	1	2	3	4	5
6. Saya akan menyarankan Apple I-phone kepada orang lain	1	2	3	4	5
7. Walaupun merek lain memiliki kualitas yang	1	2	3	4	5

<u>Pernyataan tentang Kesetiaan Merek (Brand Loyalty)</u>	<u>Sangat Tidak Setuju</u>			<u>Sangat Setuju</u>	
	<u>STS</u>	<u>TS</u>	<u>N</u>	<u>S</u>	<u>SS</u>
sama bagus nya dengan merek ini, saya akan tetap membeli Apple I-phone.					
8. Jika merek lain memiliki fitur/keunggulan yang sama dengan merek ini, akan lebih cerdas bila membeli Apple I-phone	1	2	3	4	5
9. Saya merasa puas selama menggunakan produk merek Apple I-phone.	1	2	3	4	5

D. PERNYATAAN TENTANG GAMBARAN TERHADAP MEREK

<u>Pernyataan tentang Gambaran Merek (Brand Image)</u>	<u>Sangat Tidak Setuju</u>			<u>SangatSetuju</u>	
	<u>STS</u>	<u>TS</u>	<u>N</u>	<u>S</u>	<u>SS</u>
1. Beberapa karakteristik Apple I-phone mudah diingat	1	2	3	4	5
2. Saya dapat dengan mudah mengetahui simbol dan logo Apple I-phone	1	2	3	4	5
3. Apple I-phone memiliki kpribadian yang kuat	1	2	3	4	5
4. Saya memiliki kesan yang kuat tipe orang yang menggunakan produk merek Apple I-phone	1	2	3	4	5
5. Apple I-phone memiliki citra yang kuat	1	2	3	4	5
6. Sifat-sifat yang tak terlihat dari produk merek Apple I-phone adalah alasan yang cukup untuk membelinya	1	2	3	4	5
7. Apple I-phone menyediakan nilai yang tinggi di dalam hubungan nya dengan harga yang harus kita bayar	1	2	3	4	5

E. PERNYATAAN TENTANG KESADARAN TERHADAP MEREK

<u>Pernyataan tentang Pengetahuan Merek (Brand Awareness)</u>	<u>Sangat Tidak Setuju</u>			<u>SangatSetuju</u>	
	<u>STS</u>	<u>TS</u>	<u>N</u>	<u>S</u>	<u>SS</u>
1. Saya mengetahui bagaimana bentuk Apple I-phone	1	2	3	4	5
2. Saya dapat mengenali Apple I-phone diantara	1	2	3	4	5

<u>Pernyataan tentang Pengetahuan Merek (Brand Awareness)</u>	Sangat Tidak Setuju			Sangat Setuju	
	STS	TS	N	S	SS
merek lain.					
3. Saya sangat menyadari merek Apple I-phone	1	2	3	4	5
4. Saya mengetahui merek Apple I-phone	1	2	3	4	5

F. PERNYATAAN TENTANG PENGELUARAN DALAM IKLAN

<u>Pernyataan tentang Pengeluaran dalam iklan (Perceived Advertising Spending)</u>	Sangat Tidak Setuju			Sangat Setuju	
	STS	TS	N	S	SS
1. Menurut saya iklan produk merek Apple I-phone secara umum sangat bagus	1	2	3	4	5
2. Secara umum saya suka dengan kampanye iklan untuk merek Apple I-phone	1	2	3	4	5
3. Opini saya terhadap iklan Apple I-phone sangat tinggi	1	2	3	4	5
4. Iklan untuk produk merek Apple I-phone terlihat sangat mahal dibandingkan dengan iklan merek kompetitor	1	2	3	4	5
5. Saya pikir merek Apple I-phone beriklan secara lebih gencar dibanding dengan merek lain	1	2	3	4	5
6. Iklan produk merek Apple I-phone mudah ditemui.	1	2	3	4	5
7. Saya masih ingat iklan terakhir dari Apple I-phone	1	2	3	4	5

G. PERNYATAAN TENTANG PROMOSI HARGA

<u>Pernyataan tentang Promosi Harga (Price Deals)</u>	Sangat Tidak Setuju			Sangat Setuju	
	STS	TS	N	S	SS
1. Saya fikir secara umum promosi harga sangat bagus	1	2	3	4	5
2. Secara umum, saya senang promosi harga untuk merek Apple I-phone	1	2	3	4	5

<u>Pernyataan tentang Promosi Harga (Price Deals)</u>	Sangat Tidak Setuju			Sangat Setuju	
	STS	TS	N	S	SS
3. Opini saya tentang promosi harga produk merek Apple I-phone sangat tinggi	1	2	3	4	5
4. Promosi harga untuk merek Apple I-phone sangat sering diberikan	1	2	3	4	5
5. Promosi Harga untuk merek Apple I-phone dilakukan melalui batas yang wajar	1	2	3	4	5
6. Saya rasa promosi harga untuk merek Apple I-phone lebih sering dari merek kompetitor	1	2	3	4	5
7. Promosi harga untuk merek Apple I-phone sangat sering dilakukan	1	2	3	4	5

TERIMA KASIH ATAS KERJASAMA DAN WAKTU ANDA

Data of Validity and Reliability Test

No.	Perceived Quality										Brand Loyalty												Brand Awareness				
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	Total	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8	BL9	BL10	BL11	Total	BA1	BA2	BA3	BA4	Total
1	4	5	4	5	4	5	5	4	4	40	4	4	5	4	5	4	5	5	4	4	4	48	5	5	4	5	19
2	3	2	5	4	3	3	5	3	1	29	1	3	2	5	4	3	3	5	3	1	2	32	2	4	3	5	14
3	2	1	1	2	1	2	1	2	1	13	2	2	1	1	2	1	2	1	2	1	2	17	1	2	1	1	5
4	4	4	4	5	5	4	4	4	4	38	4	4	4	4	5	5	4	4	4	4	4	46	4	5	5	4	18
5	2	2	2	3	1	2	2	1	1	16	1	2	2	2	3	1	2	2	1	1	2	19	2	3	1	2	8
6	4	3	2	3	2	2	2	3	3	24	2	4	3	2	3	2	2	2	3	3	3	29	3	3	2	2	10
7	5	4	5	3	3	4	5	4	5	38	3	5	4	5	3	3	4	5	4	5	5	46	4	3	3	5	15
8	4	5	4	4	4	5	4	3	4	37	5	4	5	4	4	4	5	4	3	4	4	46	5	4	4	4	17
9	5	5	5	4	4	5	4	4	4	40	3	5	5	5	4	4	5	4	4	4	3	46	5	4	4	4	17
10	2	4	5	4	5	3	4	3	5	35	4	2	4	5	4	5	3	4	3	5	4	43	4	4	5	4	17
11	1	1	1	2	2	1	1	1	1	11	3	1	1	1	2	2	1	1	1	1	2	16	1	2	2	1	6
12	2	4	4	4	3	3	3	4	2	29	5	2	4	4	4	3	3	3	4	2	4	38	4	4	3	3	14
13	3	3	3	3	5	3	5	4	4	33	4	3	3	3	3	5	3	5	4	4	5	42	3	3	5	5	16
14	1	2	1	3	2	2	2	1	2	16	4	1	2	1	3	2	2	2	1	2	2	22	2	3	2	2	9
15	2	1	2	2	2	1	1	2	1	14	2	2	1	2	2	2	1	1	2	1	1	17	1	2	2	1	6
16	5	5	4	3	5	4	4	4	3	37	4	5	5	4	3	5	4	4	4	3	3	44	5	3	5	4	17
17	2	2	2	1	1	1	1	2	2	14	2	2	2	2	1	1	1	1	2	2	2	18	2	1	1	1	5
18	2	2	1	2	1	1	3	2	1	15	1	2	2	1	2	1	1	3	2	1	2	18	2	2	1	3	8
19	4	5	4	3	4	4	5	5	5	39	3	4	5	4	3	4	4	5	5	5	4	46	5	3	4	5	17
20	4	4	4	5	5	5	5	5	4	41	4	4	4	4	5	5	5	5	5	4	4	49	4	5	5	5	19
21	1	3	2	2	1	3	1	2	1	16	2	1	3	2	2	1	3	1	2	1	2	20	3	2	1	1	7
22	4	4	4	3	5	4	5	4	5	38	5	4	4	4	3	5	4	5	4	5	3	46	4	3	5	5	17
23	2	2	2	3	3	2	1	2	2	19	2	2	2	2	3	3	2	1	2	2	3	24	2	3	3	1	9
24	4	5	4	5	3	4	4	4	5	38	4	4	5	4	5	3	4	4	4	5	5	47	5	5	3	4	17
25	2	1	2	1	1	1	2	1	1	12	2	2	1	2	1	1	1	2	1	1	2	16	1	1	1	2	5
26	2	2	2	1	2	2	1	2	2	16	1	2	2	2	1	2	2	1	2	2	1	18	2	1	2	1	6
27	5	4	5	3	3	4	5	5	2	36	5	5	4	5	3	3	4	5	5	2	4	45	4	3	3	5	15
28	2	1	3	2	1	2	1	2	1	15	2	2	1	3	2	1	2	1	2	1	3	20	1	2	1	1	5
29	5	5	4	4	5	3	5	4	3	38	5	5	5	4	4	5	3	5	4	3	5	48	5	4	5	5	19
30	1	1	3	3	1	2	3	2	1	17	2	1	1	3	3	1	2	3	2	1	1	20	1	3	1	3	8

Data of Validity and Reliability Test

No.	Brand Image								Perceived Advertising Spending								Price Deals							
	BI1	BI2	BI3	BI4	BI5	BI6	BI7	Total	PAS1	PAS2	PAS3	PAS4	PAS5	PAS6	PAS7	Total	PD1	PD2	PD3	PD4	PD5	PD6	PD7	Total
1	5	4	5	4	5	5	4	32	4	5	5	4	5	4	4	31	2	1	1	2	1	2	2	11
2	2	5	4	3	3	5	4	26	5	3	4	1	4	5	3	25	2	3	2	5	2	1	3	18
3	1	1	2	1	2	1	3	11	2	1	1	1	1	2	1	9	4	5	5	5	5	4	5	33
4	4	4	5	5	4	4	5	31	4	3	4	2	4	3	4	24	2	3	2	4	2	3	2	18
5	2	2	3	1	2	2	2	14	3	2	2	1	2	2	2	14	5	4	4	5	4	4	4	30
6	3	2	3	2	2	2	3	17	3	1	5	3	4	2	4	22	3	5	1	3	2	4	2	20
7	4	5	3	3	4	5	3	27	2	4	4	3	1	2	4	20	4	2	2	3	5	4	2	22
8	5	4	4	4	5	4	4	30	4	3	3	2	5	4	5	26	2	3	3	4	1	2	1	16
9	5	5	4	4	5	4	4	31	5	5	3	4	4	4	1	26	1	1	3	2	2	2	5	16
10	4	5	4	5	3	4	3	28	4	5	3	2	5	5	3	27	3	1	3	4	1	1	3	16
11	1	1	2	2	1	1	1	9	2	2	1	1	1	1	2	10	4	4	5	5	5	5	4	32
12	4	4	4	3	3	3	3	24	4	5	4	3	4	4	2	26	2	1	2	3	2	2	4	16
13	3	3	3	5	3	5	3	25	3	3	3	3	2	2	3	19	3	3	3	3	4	4	3	23
14	2	1	3	2	2	2	2	14	5	4	4	5	4	1	4	27	1	2	2	1	2	5	2	15
15	1	2	2	2	1	1	2	11	2	3	1	2	3	3	2	16	4	3	5	4	3	3	4	26
16	5	4	3	5	4	4	5	30	1	2	4	5	4	5	5	26	5	4	2	1	2	1	1	16
17	2	2	1	1	1	1	2	10	2	3	3	2	3	2	1	16	4	3	3	4	3	4	5	26
18	2	1	2	1	1	3	2	12	1	3	2	1	3	1	2	13	5	3	4	5	3	5	4	29
19	5	4	3	4	4	5	3	28	5	3	3	4	3	3	4	25	1	3	3	2	3	3	2	17
20	4	4	5	5	5	5	5	33	5	4	2	5	2	4	4	26	1	2	4	1	4	2	2	16
21	3	2	2	1	3	1	2	14	3	1	1	2	2	2	3	14	3	5	5	4	4	4	3	28
22	4	4	3	5	4	5	4	29	4	4	4	3	3	5	4	27	2	2	2	3	3	1	2	15
23	2	2	3	3	2	1	2	15	3	2	1	2	1	3	1	13	3	4	5	4	5	3	5	29
24	5	4	5	3	4	4	4	29	5	4	5	3	4	4	4	29	1	2	1	3	2	2	2	13
25	1	2	1	1	1	2	3	11	2	2	1	2	2	2	1	12	4	4	5	4	4	4	5	30
26	2	2	1	2	2	1	1	11	2	2	1	2	2	3	3	15	4	4	5	4	4	3	3	27
27	4	5	3	3	4	5	2	26	5	3	4	3	4	5	3	27	1	3	2	3	2	1	3	15
28	1	3	2	1	2	1	3	13	1	2	2	3	2	2	1	13	5	4	4	3	4	4	5	29
29	5	4	4	5	3	5	4	30	4	4	5	3	4	4	5	29	2	2	1	3	2	2	1	13
30	1	3	3	1	2	3	1	14	2	1	3	1	2	2	2	13	4	5	3	5	4	4	4	29

Correlations

Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQTotal
PQ1	Pearson Correlation	1	,799**	,722**	,535**	,682**	,756**	,753**	,826**	,678**	,855**
	Sig. (1-tailed)		,000	,000	,001	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ2	Pearson Correlation	,799**	1	,737**	,700**	,776**	,869**	,752**	,828**	,813**	,921**
	Sig. (1-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ3	Pearson Correlation	,722**	,737**	1	,666**	,700**	,795**	,815**	,801**	,649**	,869**
	Sig. (1-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ4	Pearson Correlation	,535**	,700**	,666**	1	,692**	,761**	,697**	,649**	,605**	,790**
	Sig. (1-tailed)	,001	,000	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ5	Pearson Correlation	,682**	,776**	,700**	,692**	1	,740**	,773**	,773**	,786**	,880**
	Sig. (1-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ6	Pearson Correlation	,756**	,869**	,795**	,761**	,740**	1	,772**	,818**	,746**	,915**
	Sig. (1-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ7	Pearson Correlation	,753**	,752**	,815**	,697**	,773**	,772**	1	,831**	,704**	,901**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ8	Pearson Correlation	,826**	,828**	,801**	,649**	,773**	,818**	,831**	1	,734**	,917**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30
PQ9	Pearson Correlation	,678**	,813**	,649**	,605**	,786**	,746**	,704**	,734**	1	,855**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30
PQTotal	Pearson Correlation	,855**	,921**	,869**	,790**	,880**	,915**	,901**	,917**	,855**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8	BL9	BL10	BL11	BLTotal
BL1	Pearson Correlation	1	,520**	,710**	,542**	,586**	,731**	,639**	,607**	,642**	,619**	,716**	,770**
	Sig. (1-tailed)		,002	,000	,001	,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL2	Pearson Correlation	,520**	1	,799**	,722**	,535**	,682**	,756**	,753**	,826**	,678**	,685**	,841**
	Sig. (1-tailed)	,002		,000	,000	,001	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL3	Pearson Correlation	,710**	,799**	1	,737**	,700**	,776**	,869**	,752**	,828**	,813**	,771**	,924**
	Sig. (1-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL4	Pearson Correlation	,542**	,722**	,737**	1	,666**	,700**	,795**	,815**	,801**	,649**	,650**	,852**
	Sig. (1-tailed)	,001	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL5	Pearson Correlation	,586**	,535**	,700**	,666**	1	,692**	,761**	,697**	,649**	,605**	,660**	,790**
	Sig. (1-tailed)	,000	,001	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL6	Pearson Correlation	,731**	,682**	,776**	,700**	,692**	1	,740**	,773**	,773**	,786**	,703**	,885**
	Sig. (1-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL7	Pearson Correlation	,639**	,756**	,869**	,795**	,761**	,740**	1	,772**	,818**	,746**	,672**	,902**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL8	Pearson Correlation	,607**	,753**	,752**	,815**	,697**	,773**	,772**	1	,831**	,704**	,709**	,891**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL9	Pearson Correlation	,642**	,826**	,828**	,801**	,649**	,773**	,818**	,831**	1	,734**	,762**	,913**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL10	Pearson Correlation	,619**	,678**	,813**	,649**	,605**	,786**	,746**	,704**	,734**	1	,762**	,858**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BL11	Pearson Correlation	,716**	,685**	,771**	,650**	,660**	,703**	,672**	,709**	,762**	,762**	1	,850**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
BLTotal	Pearson Correlation	,770**	,841**	,924**	,852**	,790**	,885**	,902**	,891**	,913**	,858**	,850**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6	BI7	BITotal
BI1	Pearson Correlation	1	,737**	,700**	,776**	,869**	,752**	,672**	,902**
	Sig. (1-tailed)		,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
BI2	Pearson Correlation	,737**	1	,666**	,700**	,795**	,815**	,616**	,872**
	Sig. (1-tailed)	,000		,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
BI3	Pearson Correlation	,700**	,666**	1	,692**	,761**	,697**	,687**	,838**
	Sig. (1-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
BI4	Pearson Correlation	,776**	,700**	,692**	1	,740**	,773**	,713**	,885**
	Sig. (1-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
BI5	Pearson Correlation	,869**	,795**	,761**	,740**	1	,772**	,718**	,920**
	Sig. (1-tailed)	,000	,000	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30
BI6	Pearson Correlation	,752**	,815**	,697**	,773**	,772**	1	,639**	,898**
	Sig. (1-tailed)	,000	,000	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30
BI7	Pearson Correlation	,672**	,616**	,687**	,713**	,718**	,639**	1	,811**
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30	30
BITotal	Pearson Correlation	,902**	,872**	,838**	,885**	,920**	,898**	,811**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		BA1	BA2	BA3	BA4	BATotal
BA1	Pearson Correlation	1	,700**	,776**	,752**	,906**
	Sig. (1-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
BA2	Pearson Correlation	,700**	1	,692**	,697**	,845**
	Sig. (1-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
BA3	Pearson Correlation	,776**	,692**	1	,773**	,912**
	Sig. (1-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
BA4	Pearson Correlation	,752**	,697**	,773**	1	,910**
	Sig. (1-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
BATotal	Pearson Correlation	,906**	,845**	,912**	,910**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

Correlations

		PAS1	PAS2	PAS3	PAS4	PAS5	PAS6	PAS7	PASTotal
PAS1	Pearson Correlation	1	,576**	,485**	,392*	,525**	,524**	,398*	,753**
	Sig. (1-tailed)		,000	,003	,016	,001	,001	,015	,000
	N	30	30	30	30	30	30	30	30
PAS2	Pearson Correlation	,576**	1	,497**	,467**	,550**	,491**	,270	,736**
	Sig. (1-tailed)	,000		,003	,005	,001	,003	,074	,000
	N	30	30	30	30	30	30	30	30
PAS3	Pearson Correlation	,485**	,497**	1	,452**	,690**	,441**	,635**	,813**
	Sig. (1-tailed)	,003	,003		,006	,000	,007	,000	,000
	N	30	30	30	30	30	30	30	30
PAS4	Pearson Correlation	,392*	,467**	,452**	1	,336*	,313*	,487**	,656**
	Sig. (1-tailed)	,016	,005	,006		,035	,046	,003	,000
	N	30	30	30	30	30	30	30	30
PAS5	Pearson Correlation	,525**	,550**	,690**	,336*	1	,590**	,497**	,806**
	Sig. (1-tailed)	,001	,001	,000	,035		,000	,003	,000
	N	30	30	30	30	30	30	30	30
PAS6	Pearson Correlation	,524**	,491**	,441**	,313*	,590**	1	,403*	,723**
	Sig. (1-tailed)	,001	,003	,007	,046	,000		,014	,000
	N	30	30	30	30	30	30	30	30
PAS7	Pearson Correlation	,398*	,270	,635**	,487**	,497**	,403*	1	,713**
	Sig. (1-tailed)	,015	,074	,000	,003	,003	,014		,000
	N	30	30	30	30	30	30	30	30
PASTotal	Pearson Correlation	,753**	,736**	,813**	,656**	,806**	,723**	,713**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Correlations

Correlations

		PD1	PD2	PD3	PD4	PD5	PD6	PD7	PDTotal
PD1	Pearson Correlation	1	,567**	,492**	,498**	,498**	,481**	,423**	,763**
	Sig. (1-tailed)		,001	,003	,003	,003	,004	,010	,000
	N	30	30	30	30	30	30	30	30
PD2	Pearson Correlation	,567**	1	,497**	,467**	,550**	,491**	,270	,732**
	Sig. (1-tailed)	,001		,003	,005	,001	,003	,074	,000
	N	30	30	30	30	30	30	30	30
PD3	Pearson Correlation	,492**	,497**	1	,452**	,690**	,441**	,635**	,812**
	Sig. (1-tailed)	,003	,003		,006	,000	,007	,000	,000
	N	30	30	30	30	30	30	30	30
PD4	Pearson Correlation	,498**	,467**	,452**	1	,336*	,313*	,487**	,676**
	Sig. (1-tailed)	,003	,005	,006		,035	,046	,003	,000
	N	30	30	30	30	30	30	30	30
PD5	Pearson Correlation	,498**	,550**	,690**	,336*	1	,590**	,497**	,798**
	Sig. (1-tailed)	,003	,001	,000	,035		,000	,003	,000
	N	30	30	30	30	30	30	30	30
PD6	Pearson Correlation	,481**	,491**	,441**	,313*	,590**	1	,403*	,713**
	Sig. (1-tailed)	,004	,003	,007	,046	,000		,014	,000
	N	30	30	30	30	30	30	30	30
PD7	Pearson Correlation	,423**	,270	,635**	,487**	,497**	,403*	1	,717**
	Sig. (1-tailed)	,010	,074	,000	,003	,003	,014		,000
	N	30	30	30	30	30	30	30	30
PDTotal	Pearson Correlation	,763**	,732**	,812**	,676**	,798**	,713**	,717**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,962	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ1	23,83	100,764	,816	,958
PQ2	23,73	96,409	,896	,954
PQ3	23,67	100,644	,834	,958
PQ4	23,73	105,857	,745	,962
PQ5	23,90	97,266	,842	,957
PQ6	23,90	99,886	,892	,955
PQ7	23,67	94,920	,867	,956
PQ8	23,83	100,695	,896	,955
PQ9	24,13	98,120	,811	,959

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,965	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	29,83	149,247	,723	,964
BL2	29,90	146,231	,806	,962
BL3	29,80	140,372	,905	,959
BL4	29,73	146,202	,819	,961
BL5	29,80	151,821	,753	,964
BL6	29,97	141,275	,856	,960
BL7	29,97	145,137	,881	,960
BL8	29,73	139,099	,861	,960
BL9	29,90	145,817	,895	,959
BL10	30,20	142,372	,823	,962
BL11	29,83	148,489	,821	,962

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,947	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	18,10	51,610	,859	,936
BI2	18,03	54,171	,824	,939
BI3	18,10	57,128	,789	,943
BI4	18,27	51,651	,835	,939
BI5	18,27	53,513	,891	,934
BI6	18,03	50,171	,849	,938
BI7	18,20	57,821	,756	,945

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,913	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	9,10	15,472	,825	,878
BA2	9,10	18,507	,757	,907
BA3	9,27	15,168	,833	,875
BA4	9,03	14,585	,822	,881

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,865	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PAS1	17,43	33,771	,643	,845
PAS2	17,70	34,907	,631	,847
PAS3	17,73	32,409	,722	,833
PAS4	18,07	36,409	,533	,859
PAS5	17,67	33,609	,723	,834
PAS6	17,63	34,723	,610	,850
PAS7	17,77	34,737	,594	,852

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,866	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PD1	18,57	33,771	,655	,845
PD2	18,43	35,289	,627	,849
PD3	18,40	32,731	,722	,835
PD4	18,07	36,409	,558	,858
PD5	18,47	34,051	,713	,837
PD6	18,50	35,224	,597	,853
PD7	18,37	34,999	,599	,853

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
1	2	22	3	1	1	5	4	1
2	1	23	2	1	1	5	4	1
3	1	37	3	4	6	5	2	3
4	1	30	2	5	5	5	3	1
5	1	32	3	5	6	2	4	2
6	1	30	3	3	4	2	4	2
7	2	40	3	2	6	2	4	2
8	1	38	3	2	6	5	4	1
9	1	23	2	1	1	1	4	1
10	2	37	3	2	6	5	2	1
11	2	19	2	1	2	3	4	2
12	2	17	1	1	1	1	1	1
13	2	42	3	2	6	3	2	1
14	2	40	3	4	5	3	2	1
15	1	17	1	1	1	3	2	1
16	2	24	2	2	3	4	2	3
17	2	18	1	1	2	2	2	2
18	1	36	2	2	6	3	4	2
19	1	40	3	3	6	4	4	1
20	2	16	1	1	1	2	1	1
21	2	32	3	5	5	3	3	2
22	2	19	1	1	1	3	4	2
23	1	30	3	3	4	4	2	1
24	2	22	2	3	3	1	4	2
25	1	18	1	1	1	5	5	1
26	2	40	3	3	6	4	1	1
27	2	23	1	1	2	5	2	1
28	1	25	3	2	3	4	2	1
29	2	37	3	2	6	3	4	2
30	2	22	2	1	2	1	1	1
31	1	24	3	2	3	3	2	2
32	2	36	3	4	5	4	3	3
33	2	31	2	4	6	4	4	1
34	2	17	1	1	1	4	3	1
35	1	40	3	5	5	3	1	3
36	1	41	3	2	5	4	3	2
37	1	18	1	1	1	3	2	3
38	2	22	2	1	2	5	4	1
39	1	27	3	2	5	5	4	1
40	1	40	3	3	5	3	1	3
41	1	17	1	1	1	4	1	1
42	2	36	3	5	5	3	1	2
43	2	26	3	2	4	3	4	1
44	1	25	3	2	4	4	2	2
45	1	37	3	4	5	1	4	2
46	1	24	3	3	4	3	1	3
47	1	36	3	2	4	4	1	3
48	2	22	2	1	2	4	4	3
49	1	28	3	4	4	3	1	2
50	2	20	1	1	2	5	3	3

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
51	2	25	3	4	4	3	1	2
52	2	19	2	1	1	1	2	2
53	2	41	3	5	5	3	4	1
54	1	17	1	1	1	5	4	1
55	2	27	3	3	4	2	4	3
56	2	41	3	2	5	4	4	3
57	2	39	3	3	4	4	1	3
58	2	18	1	1	1	1	2	1
59	2	41	3	2	5	2	1	1
60	1	19	2	1	1	5	1	2
61	1	36	3	2	5	2	4	2
62	2	31	3	2	5	3	3	2
63	2	16	1	1	1	3	2	2
64	2	36	3	3	4	1	5	2
65	1	38	3	2	5	5	1	2
66	1	41	3	2	5	3	2	2
67	2	31	3	2	5	4	2	3
68	2	30	3	2	5	3	3	2
69	2	39	3	2	4	5	4	2
70	1	26	3	2	3	1	3	2
71	1	21	3	2	3	1	4	1
72	1	29	3	3	4	3	4	1
73	2	39	3	2	5	1	2	2
74	1	23	2	2	4	2	3	3
75	2	35	3	4	5	5	4	1
76	1	31	3	4	5	3	4	3
77	1	38	3	2	4	3	1	2
78	1	16	1	1	1	3	4	2
79	2	21	2	1	2	4	3	3
80	2	27	3	4	4	4	4	3
81	1	17	1	1	1	1	2	1
82	2	40	3	2	5	4	1	3
83	2	40	3	5	5	4	1	3
84	2	23	2	3	4	2	1	2
85	1	26	3	3	5	1	4	2
86	2	25	3	4	4	5	2	1
87	1	23	3	4	5	3	3	3
88	2	34	3	2	5	2	3	3
89	2	18	1	1	2	5	3	1
90	2	16	1	1	1	2	3	1
91	1	35	3	4	4	4	4	3
92	2	22	2	1	2	1	4	2
93	2	40	3	4	5	5	2	3
94	2	41	3	2	5	1	4	1
95	1	21	2	1	2	1	4	3
96	2	30	3	3	4	5	4	1
97	1	22	2	1	2	4	4	1
98	2	20	2	1	1	3	4	2
99	2	18	1	1	2	5	1	2
100	1	39	3	2	5	1	3	2

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
101	2	18	1	1	1	1	2	2
102	2	27	3	3	4	3	2	3
103	1	34	3	5	5	2	4	3
104	2	40	3	4	4	1	4	1
105	2	39	3	2	5	5	4	3
106	2	35	3	5	5	3	4	3
107	1	38	3	3	5	2	2	1
108	2	26	3	4	4	1	4	3
109	2	24	3	2	4	3	2	2
110	1	41	3	4	5	2	1	1
111	1	26	3	3	4	3	4	3
112	2	30	3	5	5	3	2	3
113	1	23	2	1	2	5	2	3
114	1	36	3	2	4	5	1	1
115	1	22	2	1	1	2	4	1
116	1	20	2	1	1	4	1	1
117	1	42	3	4	4	2	2	1
118	2	38	3	2	5	4	4	3
119	1	29	3	2	4	5	1	1
120	2	29	3	3	3	1	5	2
121	1	38	3	3	4	3	4	3
122	2	37	3	2	4	1	4	2
123	2	39	3	2	4	5	4	2
124	1	26	3	4	5	3	1	1
125	1	34	3	3	5	2	1	2
126	2	16	1	1	1	3	3	1
127	1	37	3	2	4	3	2	3
128	1	38	3	4	5	4	4	3
129	1	34	3	5	5	4	1	3
130	1	25	3	2	4	3	3	3
131	2	21	2	1	1	5	2	1
132	1	40	3	3	5	5	4	1
133	1	27	3	2	5	2	4	2
134	1	34	3	5	5	5	4	2
135	1	18	1	1	1	3	1	3
136	2	27	3	4	5	5	4	2
137	1	32	3	2	5	4	4	2
138	1	29	3	3	4	5	3	3
139	2	37	3	3	5	2	3	1
140	1	29	3	5	5	5	4	1
141	1	19	1	1	1	2	3	3
142	2	24	2	2	3	3	3	2
143	1	22	2	2	2	5	4	2
144	2	20	2	1	2	4	1	2
145	2	18	1	1	1	3	3	1
146	2	37	3	4	6	2	4	3
147	2	38	3	2	5	5	1	1
148	1	29	3	4	4	3	1	3
149	2	22	3	1	1	5	4	1
150	1	23	2	1	1	5	4	1

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
151	1	20	3	1	2	5	2	3
152	1	24	3	1	1	5	3	1
153	1	21	3	1	1	2	4	2
154	1	24	3	1	1	2	4	2
155	2	22	3	1	2	2	4	2
156	1	23	3	1	1	5	4	1
157	1	20	3	1	1	1	4	1
158	2	22	3	1	2	5	2	1
159	2	20	3	1	2	3	4	2
160	2	20	3	1	1	1	1	1
161	2	23	3	1	1	3	2	1
162	2	23	3	1	1	3	2	1
163	1	20	3	1	1	3	2	1
164	2	21	3	1	1	4	2	3
165	2	20	3	1	1	2	2	2
166	2	23	3	1	2	3	4	2
167	1	20	3	1	1	4	4	1
168	2	21	3	1	1	2	1	1
169	2	22	3	1	2	3	3	2
170	1	22	3	1	1	3	4	2
171	1	21	3	1	1	4	2	1
172	1	24	3	1	1	1	4	2
173	1	24	3	1	1	5	5	1
174	2	22	3	1	1	4	1	1
175	2	24	3	1	1	5	2	1
176	2	24	3	1	1	4	2	1
177	1	20	3	1	1	3	4	2
178	1	23	3	1	1	1	1	1
179	1	21	3	1	1	3	2	2
180	1	22	3	1	1	4	3	3
181	2	22	3	1	2	4	4	1
182	1	21	3	1	2	4	3	1
183	1	22	3	1	1	3	1	3
184	1	24	3	1	2	4	3	2
185	1	22	3	1	1	3	2	3
186	1	22	3	1	1	5	4	1
187	2	23	3	1	2	5	4	1
188	1	21	3	1	1	3	1	3
189	2	22	3	1	1	4	1	1
190	2	24	3	1	1	3	1	2
191	2	24	3	1	1	3	4	1
192	1	24	3	1	1	4	2	2
193	1	20	3	1	2	1	4	2
194	1	24	3	1	1	3	1	3
195	1	24	3	1	2	4	1	3
196	2	22	3	1	1	4	4	3
197	1	22	3	1	2	3	1	2
198	2	23	3	1	2	5	3	3
199	2	24	3	1	2	3	1	2
200	2	20	3	1	2	1	2	2

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
201	2	23	3	1	1	3	4	1
202	1	23	3	1	2	5	4	1
203	2	20	3	1	2	2	4	3
204	2	20	3	1	2	4	4	3
205	2	21	3	1	1	4	1	3
206	2	20	3	1	1	1	2	1
207	2	20	3	1	1	2	1	1
208	1	23	3	1	1	5	1	2
209	1	22	3	1	1	2	4	2
210	2	21	3	1	1	3	3	2
211	2	24	3	1	2	3	2	2
212	2	23	3	1	2	1	5	2
213	1	21	3	1	1	5	1	2
214	1	23	3	1	2	3	2	2
215	2	24	3	1	2	4	2	3
216	2	22	3	1	1	3	3	2
217	2	21	3	1	1	5	4	2
218	1	20	3	1	1	1	3	2
219	1	23	3	1	2	1	4	1
220	1	22	3	1	2	3	4	1
221	2	23	3	1	2	1	2	2
222	1	23	3	1	2	2	3	3
223	2	22	3	1	2	5	4	1
224	1	21	3	1	2	3	4	3
225	1	23	3	1	1	3	1	2
226	1	24	3	1	1	3	4	2
227	2	22	3	1	2	4	3	3
228	2	22	3	1	2	4	4	3
229	1	22	3	1	2	1	2	1
230	2	22	3	1	1	4	1	3
231	2	22	3	1	1	4	1	3
232	2	22	3	1	1	2	1	2
233	1	24	3	1	1	1	4	2
234	2	22	3	1	2	5	2	1
235	1	21	3	1	2	3	3	3
236	2	22	3	1	2	2	3	3
237	2	21	3	1	2	5	3	1
238	2	22	3	1	2	2	3	1
239	1	21	3	1	1	4	4	3
240	2	23	3	1	1	1	4	2
241	2	21	3	1	2	5	2	3
242	2	22	3	1	1	1	4	1
243	1	22	3	1	2	1	4	3
244	2	22	3	1	1	5	4	1
245	1	21	3	1	2	4	4	1
246	2	22	3	1	1	3	4	2
247	2	20	3	1	2	5	1	2
248	1	23	3	1	2	1	3	2
249	2	21	3	1	1	1	2	2
250	2	22	3	1	2	3	2	3

Respondents' Profile

No.	Sex	Age	Education	Occupation	Income	Source of Information	Apple's Advertizing	Apple's Usage
251	1	20	3	1	1	2	4	3
252	2	21	3	1	2	1	4	1
253	2	20	3	1	1	5	4	3
254	2	23	3	1	1	3	4	3
255	1	23	3	1	2	2	2	1
256	2	21	3	1	1	1	4	3
257	2	20	3	1	2	3	2	2
258	1	20	3	1	1	2	1	1
259	1	21	3	1	2	3	4	3
260	2	22	3	1	1	3	2	3
261	1	20	3	1	2	5	2	3
262	1	22	3	1	2	5	1	1
263	1	21	3	1	2	2	4	1
264	1	22	3	1	2	4	1	1
265	1	23	3	1	2	2	2	1
266	2	21	3	1	1	4	4	3
267	1	23	3	1	1	5	1	1
268	2	23	3	1	2	1	5	2
269	1	23	3	1	2	3	4	3
270	2	23	3	1	1	1	4	2
271	2	24	3	1	2	5	4	2
272	1	21	3	1	1	3	1	1
273	1	21	3	1	1	2	1	2
274	2	24	3	1	2	3	3	1
275	1	22	3	1	1	3	2	3
276	1	20	3	1	2	4	4	3
277	1	23	3	1	2	4	1	3
278	1	21	3	1	1	3	3	3
279	2	23	3	1	2	5	2	1
280	1	23	3	1	1	5	4	1
281	1	20	3	1	1	2	4	2
282	1	23	3	1	1	5	4	2
283	1	22	3	1	1	3	1	3
284	2	23	3	1	2	5	4	2
285	1	24	3	1	1	4	4	2
286	1	20	3	1	1	5	3	3
287	2	22	3	1	1	2	3	1
288	1	24	3	1	1	5	4	1
289	1	20	3	1	1	2	3	3
290	2	21	3	1	1	3	3	2
291	1	21	3	1	1	5	4	2
292	2	21	3	1	2	4	1	2
293	2	23	3	1	1	3	3	1
294	2	23	3	1	2	2	4	3
295	2	20	3	1	2	5	1	1
296	1	20	3	1	1	3	1	3
297	2	21	3	1	2	5	1	1
298	1	22	3	1	1	3	1	3
299	1	24	3	1	1	1	3	2
300	1	20	3	1	1	1	4	3

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
1	4	4	5	4	5
2	5	5	4	5	4
3	4	5	5	4	4
4	5	5	4	5	4
5	4	4	4	4	4
6	4	4	5	5	4
7	4	4	4	4	5
8	4	4	5	5	5
9	5	4	5	4	5
10	5	4	4	4	4
11	4	4	5	4	4
12	5	5	4	4	5
13	5	5	5	4	5
14	4	5	4	5	5
15	5	5	4	4	5
16	5	4	5	4	4
17	4	5	5	5	4
18	5	4	4	5	5
19	4	4	5	4	4
20	5	5	5	5	4
21	4	4	4	5	4
22	4	4	4	5	5
23	4	5	5	4	5
24	4	4	5	4	5
25	4	4	4	5	4
26	5	5	5	5	4
27	5	4	4	5	5
28	5	5	5	5	4
29	4	5	5	4	5
30	4	5	5	4	4
31	4	5	5	4	4
32	4	5	5	5	4
33	5	5	5	4	4
34	5	4	4	4	4
35	5	4	4	5	5
36	4	4	4	5	4
37	4	5	5	4	4
38	5	4	4	4	5
39	4	4	4	4	4
40	5	5	5	5	5
41	5	4	4	5	4
42	4	4	4	4	4
43	4	5	4	5	4
44	5	4	4	4	4
45	4	4	5	5	5
46	5	4	4	5	5
47	4	4	4	5	5
48	4	5	5	4	5
49	4	5	4	5	5
50	4	5	4	4	5

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
51	5	5	4	4	4
52	5	5	4	4	4
53	4	4	5	5	4
54	4	5	5	5	4
55	4	5	5	4	5
56	4	5	4	4	4
57	5	5	4	4	5
58	4	4	5	5	5
59	5	4	5	4	4
60	4	5	5	4	5
61	4	4	4	4	5
62	4	5	5	4	5
63	5	4	4	4	5
64	4	4	5	5	5
65	5	4	4	5	4
66	5	4	5	4	4
67	4	5	4	4	5
68	4	4	5	4	5
69	5	4	5	5	5
70	4	4	5	4	4
71	4	4	4	4	4
72	4	5	5	4	5
73	4	5	5	4	4
74	5	5	5	4	5
75	4	5	4	5	5
76	5	5	5	4	4
77	4	5	4	5	5
78	5	4	4	5	4
79	4	5	4	5	5
80	5	5	4	4	5
81	4	5	5	5	4
82	4	4	4	4	5
83	5	4	5	5	4
84	4	5	4	4	4
85	5	4	4	5	5
86	4	4	4	5	4
87	5	5	4	4	4
88	4	4	4	4	5
89	5	5	5	4	4
90	5	4	5	5	4
91	4	5	4	5	5
92	5	4	5	4	4
93	4	4	5	5	4
94	4	4	4	5	5
95	5	4	5	5	5
96	4	4	4	5	5
97	4	5	4	4	4
98	5	4	5	5	4
99	5	4	5	4	4
100	4	5	5	4	4

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
101	5	4	5	5	4
102	4	5	5	5	5
103	5	5	4	5	5
104	5	5	4	5	5
105	5	5	5	5	5
106	5	5	5	4	5
107	5	4	4	4	4
108	4	4	4	4	4
109	4	5	5	5	4
110	5	4	4	4	5
111	5	4	5	5	4
112	4	5	5	4	5
113	5	5	5	4	5
114	5	4	4	4	5
115	4	5	5	5	5
116	4	5	4	4	5
117	4	5	4	5	4
118	4	4	4	5	5
119	4	5	4	5	4
120	4	4	5	4	5
121	5	5	4	4	4
122	5	4	4	4	5
123	5	4	4	4	5
124	4	5	4	4	5
125	4	5	4	5	4
126	4	5	4	4	4
127	4	5	4	5	4
128	4	4	4	5	4
129	4	5	5	5	4
130	4	5	4	5	4
131	5	4	4	4	5
132	5	4	5	5	4
133	5	5	5	4	5
134	5	5	4	4	4
135	5	5	4	5	4
136	4	4	5	5	5
137	5	5	4	4	5
138	4	4	4	5	5
139	5	4	5	5	4
140	4	4	4	4	4
141	5	5	5	5	4
142	5	4	4	4	5
143	4	5	4	5	5
144	4	4	4	4	5
145	4	5	5	4	5
146	4	5	4	4	4
147	4	5	5	5	4
148	4	5	4	5	4
149	4	4	5	4	5
150	5	5	4	5	4

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
151	4	5	5	4	4
152	5	5	4	5	4
153	4	4	4	4	4
154	4	4	5	5	4
155	4	4	4	4	5
156	4	4	5	5	5
157	5	4	5	4	5
158	5	4	4	4	4
159	4	4	5	4	4
160	5	5	4	4	5
161	5	5	5	4	5
162	4	5	4	5	5
163	5	5	4	4	5
164	5	4	5	4	4
165	4	5	5	5	4
166	5	4	4	5	5
167	4	4	5	4	4
168	5	5	5	5	4
169	4	4	4	5	4
170	4	4	4	5	5
171	4	5	5	4	5
172	4	4	5	4	5
173	4	4	4	5	4
174	5	5	5	5	4
175	5	4	4	5	5
176	5	5	5	5	4
177	4	5	5	4	5
178	4	5	5	4	4
179	4	5	5	4	4
180	4	5	5	5	4
181	5	5	5	4	4
182	5	4	4	4	4
183	5	4	4	5	5
184	4	4	4	5	4
185	4	5	5	4	4
186	5	4	4	4	5
187	4	4	4	4	4
188	5	5	5	5	5
189	5	4	4	5	4
190	4	4	4	4	4
191	4	5	4	5	4
192	5	4	4	4	4
193	4	4	5	5	5
194	5	4	4	5	5
195	4	4	4	5	5
196	4	5	5	4	5
197	4	5	4	5	5
198	4	5	4	4	5
199	5	5	4	4	4
200	5	5	4	4	4

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
201	4	4	5	5	4
202	4	5	5	5	4
203	4	5	5	4	5
204	4	5	4	4	4
205	5	5	4	4	5
206	4	4	5	5	5
207	5	4	5	4	4
208	4	5	5	4	5
209	4	4	4	4	5
210	4	5	5	4	5
211	5	4	4	4	5
212	4	4	5	5	5
213	5	4	4	5	4
214	5	4	5	4	4
215	4	5	4	4	5
216	4	4	5	4	5
217	5	4	5	5	5
218	4	4	5	4	4
219	4	4	4	4	4
220	4	5	5	4	5
221	4	5	5	4	4
222	5	5	5	4	5
223	4	5	4	5	5
224	5	5	5	4	4
225	4	5	4	5	5
226	5	4	4	5	4
227	4	5	4	5	5
228	5	5	4	4	5
229	4	5	5	5	4
230	4	4	4	4	5
231	5	4	5	5	4
232	4	5	4	4	4
233	5	4	4	5	5
234	4	4	4	5	4
235	5	5	4	4	4
236	4	4	4	4	5
237	5	5	5	4	4
238	5	4	5	5	4
239	4	5	4	5	5
240	5	4	5	4	4
241	4	4	5	5	4
242	4	4	4	5	5
243	5	4	5	5	5
244	4	4	4	5	5
245	4	5	4	4	4
246	5	4	5	5	4
247	5	4	5	4	4
248	4	5	5	4	4
249	5	4	5	5	4
250	4	5	5	5	5

Respondents' Profile

No.	About Brand				
	Good Brand	Nice Brand	Attractive Brand	Likeable Brand	Different Brand
251	5	5	4	5	5
252	5	5	4	5	5
253	5	5	5	5	5
254	5	5	5	4	5
255	5	4	4	4	4
256	4	4	4	4	4
257	4	5	5	5	4
258	5	4	4	4	5
259	5	4	5	5	4
260	4	5	5	4	5
261	5	5	5	4	5
262	5	4	4	4	5
263	4	5	5	5	5
264	4	5	4	4	5
265	4	5	4	5	4
266	4	4	4	5	5
267	4	5	4	5	4
268	4	4	5	4	5
269	5	5	4	4	4
270	5	4	4	4	5
271	5	4	4	4	5
272	4	5	4	4	5
273	4	5	4	5	4
274	4	5	4	4	4
275	4	5	4	5	4
276	4	4	4	5	4
277	4	5	5	5	4
278	4	5	4	5	4
279	5	4	4	4	5
280	5	4	5	5	4
281	5	5	5	4	5
282	5	5	4	4	4
283	5	5	4	5	4
284	4	4	5	5	5
285	5	5	4	4	5
286	4	4	4	5	5
287	5	4	5	5	4
288	4	4	4	4	4
289	5	5	5	5	4
290	5	4	4	4	5
291	4	5	4	5	5
292	4	4	4	4	5
293	4	5	5	4	5
294	4	5	4	4	4
295	4	5	5	5	4
296	4	5	4	5	4
297	4	5	5	5	4
298	4	5	4	5	4
299	4	4	4	5	5
300	4	5	5	4	5

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
1	2	1	1	1	1	2	3	2	3	4	5	3	3	1	3	2	4
2	3	2	5	4	3	3	5	3	1	1	5	2	3	1	2	5	1
3	2	3	1	5	1	4	1	2	3	2	2	3	1	4	2	5	3
4	4	4	4	3	2	4	4	1	4	4	2	2	3	1	3	5	1
5	2	2	2	3	1	4	4	1	4	5	5	3	3	1	3	3	5
6	4	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4
7	1	1	5	3	3	4	1	4	2	1	2	1	5	5	3	3	4
8	2	5	1	4	4	1	4	3	3	5	4	5	3	2	3	1	3
9	5	5	5	4	4	1	4	4	4	1	4	4	3	3	2	5	2
10	2	4	5	4	5	1	4	3	5	1	5	2	5	4	4	4	5
11	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
12	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
13	3	3	3	1	5	3	5	4	4	1	2	3	3	1	1	3	1
14	1	4	5	3	2	2	4	1	3	4	3	3	1	2	1	2	1
15	4	4	4	3	2	4	4	1	4	4	2	2	3	1	3	5	1
16	2	2	2	3	1	4	4	1	4	5	5	3	3	1	3	3	5
17	4	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4
18	1	1	5	3	3	4	1	4	2	1	2	1	5	5	3	3	4
19	2	5	1	4	4	1	4	3	3	5	4	5	3	2	3	1	3
20	5	5	5	4	4	1	4	4	4	1	4	4	3	3	2	5	2
21	1	3	4	2	4	3	3	2	1	5	5	1	3	1	1	4	3
22	4	1	3	3	5	1	5	3	3	1	5	1	1	4	5	2	3
23	2	2	5	3	3	2	1	2	5	2	3	5	5	2	1	4	1
24	4	2	4	2	3	4	4	4	5	2	5	5	1	2	2	4	1
25	2	1	2	1	1	1	5	1	1	2	1	5	2	5	1	4	2
26	4	2	4	1	2	2	1	2	2	1	2	4	4	4	2	2	2
27	5	4	5	3	3	1	5	5	2	5	2	2	1	3	3	2	4
28	2	1	3	4	4	2	1	2	3	2	2	4	3	3	3	4	4
29	2	5	2	2	5	2	5	4	3	5	3	3	3	2	2	4	1
30	1	1	3	3	4	5	3	2	4	4	3	3	2	4	3	1	2
31	2	3	4	5	4	2	5	1	4	4	2	4	3	2	5	3	2
32	1	4	4	1	4	3	3	1	3	5	2	5	4	1	4	4	1
33	4	5	4	5	4	5	5	4	4	4	4	5	4	5	4	5	5
34	2	2	4	3	2	3	3	1	5	4	2	2	2	1	2	3	2
35	3	1	1	5	5	3	5	2	5	3	1	3	5	4	3	4	4
36	4	3	1	3	1	3	4	5	3	3	3	1	4	2	2	3	5
37	1	1	1	4	1	5	2	1	5	2	2	4	3	5	3	1	1
38	2	3	4	3	1	2	3	2	5	2	4	5	1	5	3	5	3
39	4	4	5	4	4	3	5	3	3	3	1	2	5	3	1	2	1
40	4	3	4	1	5	2	2	1	4	1	1	4	3	1	5	2	3
41	1	5	1	1	4	3	1	1	5	1	2	2	2	1	4	4	3
42	2	3	3	3	1	3	3	1	4	3	1	3	2	5	2	3	1
43	4	5	4	5	4	5	5	4	4	4	4	5	4	5	4	5	5
44	4	5	1	5	3	2	5	5	2	2	1	3	3	5	4	3	5
45	5	3	5	3	4	4	3	3	5	2	4	3	1	1	3	2	5
46	4	3	2	1	1	1	3	2	5	1	2	4	3	1	5	1	1
47	2	1	2	2	2	1	1	2	1	2	2	1	2	2	2	1	1
48	5	4	1	2	2	3	4	5	4	1	2	3	2	4	3	1	2
49	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1	1
50	4	5	4	4	4	5	4	3	4	5	4	5	4	4	4	5	4
51	4	5	4	3	4	4	5	5	5	3	4	5	4	3	4	4	5

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
52	5	3	1	5	3	4	5	5	4	5	1	2	1	3	2	1	4
53	5	3	5	3	4	4	3	3	5	2	4	3	1	1	3	2	5
54	4	3	2	1	1	1	3	2	5	1	2	4	3	1	5	1	1
55	2	1	2	2	2	1	1	2	1	2	2	1	2	2	2	1	1
56	5	4	1	2	2	3	4	5	4	1	2	3	2	4	3	1	2
57	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1	1
58	1	3	2	4	4	2	5	4	2	3	5	3	1	4	5	5	2
59	4	5	4	3	4	4	5	5	5	3	4	5	4	3	4	4	5
60	5	3	1	5	3	4	5	5	4	5	1	2	1	3	2	1	4
61	3	3	2	1	2	4	2	1	2	5	3	5	2	4	1	2	1
62	4	4	3	2	2	5	4	4	4	1	3	2	4	4	1	5	1
63	1	3	2	2	1	3	1	2	1	2	1	3	2	2	1	3	1
64	4	4	4	3	5	4	5	4	5	5	4	4	4	3	5	4	5
65	4	4	3	4	1	5	5	5	4	1	4	1	3	2	4	5	4
66	4	1	5	2	5	3	5	5	1	4	2	4	3	1	5	1	5
67	3	3	4	1	2	4	2	4	1	2	5	5	3	4	1	3	3
68	5	1	4	4	3	4	1	1	3	1	1	3	2	2	3	4	4
69	4	3	4	5	3	2	4	4	1	4	1	2	4	3	3	3	1
70	4	5	3	4	5	4	3	4	1	4	4	1	2	2	5	4	3
71	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
72	4	5	3	2	3	2	2	5	1	3	3	1	4	5	4	5	4
73	5	2	2	3	1	1	1	5	5	5	5	4	5	2	2	4	5
74	3	3	4	1	4	5	5	2	5	4	4	4	3	4	1	1	2
75	3	5	1	5	3	5	2	5	5	5	3	2	1	4	4	2	5
76	2	3	3	3	1	5	3	1	4	4	1	4	3	5	1	2	1
77	5	5	2	2	3	4	2	4	1	2	3	4	3	2	2	1	4
78	5	4	1	2	4	1	3	2	5	1	3	1	4	2	3	4	5
79	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1	1
80	4	5	5	5	2	2	2	1	1	1	5	1	3	3	2	1	2
81	5	5	5	4	4	5	4	4	4	3	5	5	5	4	4	5	4
82	3	2	4	5	4	2	1	1	4	5	5	5	5	5	1	3	4
83	1	4	5	2	3	2	3	3	3	1	2	5	1	2	5	3	2
84	4	4	4	3	5	4	5	4	5	5	4	4	4	3	5	4	5
85	2	5	1	2	3	4	3	1	3	1	3	4	5	2	3	3	4
86	2	3	1	5	1	2	5	3	4	2	1	1	5	5	1	4	4
87	1	5	2	4	5	2	1	5	3	5	5	5	1	2	2	5	1
88	2	3	4	3	3	4	5	4	1	3	2	1	1	4	1	3	1
89	2	3	2	2	5	1	2	5	3	4	4	2	1	5	2	1	4
90	2	2	1	2	1	1	3	2	1	1	2	2	1	2	1	1	3
91	2	2	1	5	4	4	5	4	4	4	3	1	3	3	2	4	2
92	5	3	5	3	4	4	3	3	5	2	4	3	1	1	3	2	5
93	4	3	2	1	1	1	3	2	5	1	2	4	3	1	5	1	1
94	2	1	2	2	2	1	1	2	1	2	2	1	2	2	2	1	1
95	5	4	1	2	2	3	4	5	4	1	2	3	2	4	3	1	2
96	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1	1
97	1	3	2	4	4	2	5	4	2	3	5	3	1	4	5	5	2
98	4	5	4	3	4	4	5	5	5	3	4	5	4	3	4	4	5
99	5	3	1	5	3	4	5	5	4	5	1	2	1	3	2	1	4
100	4	4	1	3	5	2	3	5	5	4	1	2	5	5	1	1	2
101	3	3	3	2	4	4	4	5	1	2	4	1	3	1	1	4	4
102	4	5	2	3	4	1	5	5	4	4	4	3	4	3	3	3	2

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
103	2	1	1	5	5	3	1	4	1	1	1	4	5	4	3	3	1
104	4	2	3	1	3	1	5	3	5	5	3	2	2	2	2	5	4
105	3	3	3	3	5	3	5	4	4	4	3	3	3	3	5	3	5
106	5	5	2	5	4	4	5	5	3	3	5	2	3	3	1	4	5
107	5	1	2	5	5	3	2	5	4	5	3	5	3	4	3	4	5
108	5	5	4	3	5	4	4	4	3	4	5	5	4	3	5	4	4
109	2	1	1	4	1	3	3	3	1	5	5	3	4	3	4	1	5
110	5	3	1	5	2	2	1	2	1	3	4	4	2	2	1	3	3
111	3	4	4	5	3	2	3	4	5	2	4	1	2	2	1	1	4
112	5	3	3	4	1	3	1	5	5	5	2	1	2	5	2	1	5
113	2	4	3	1	1	1	2	2	1	2	1	4	2	3	1	3	4
114	5	4	2	3	4	3	5	1	5	3	3	4	4	2	5	5	3
115	5	1	5	5	4	5	3	3	4	5	4	3	4	4	2	5	4
116	5	3	1	3	4	4	1	5	4	3	5	4	2	4	2	5	1
117	5	4	3	3	2	1	4	4	2	5	4	3	4	3	2	1	1
118	3	3	5	4	4	3	3	1	5	3	5	4	1	3	1	3	2
119	2	5	4	5	2	1	3	3	3	3	4	3	5	1	1	4	5
120	3	5	3	1	1	4	4	3	3	5	2	1	2	2	1	3	2
121	1	1	3	3	5	2	4	2	4	5	3	2	1	2	4	5	5
122	5	4	4	3	1	1	2	4	4	2	5	2	5	2	1	1	2
123	4	3	4	5	3	1	5	1	2	2	5	3	1	3	5	3	4
124	2	3	4	3	2	4	4	1	2	1	3	5	1	3	2	4	2
125	5	3	2	4	4	3	4	4	1	2	2	3	2	2	3	1	5
126	1	1	4	4	3	2	5	3	3	4	2	4	4	3	1	2	3
127	4	2	1	3	2	1	4	1	2	3	4	1	3	3	1	1	3
128	4	3	2	3	2	2	2	3	3	2	4	3	2	3	2	2	2
129	5	5	3	1	5	4	3	1	1	1	5	5	3	3	4	3	5
130	5	5	4	2	3	1	3	3	1	2	1	4	1	4	2	5	2
131	5	5	5	4	4	5	4	4	4	3	5	5	5	4	4	5	4
132	4	1	3	3	5	3	4	3	5	3	4	4	4	1	1	2	2
133	3	2	1	5	1	3	5	1	2	4	2	4	1	1	5	2	2
134	2	1	1	2	1	2	1	2	1	2	2	1	1	2	1	2	1
135	3	1	1	2	4	3	2	2	5	3	5	4	4	4	4	2	4
136	4	4	5	5	3	5	2	4	5	1	2	1	1	2	2	1	2
137	1	2	3	4	5	5	5	3	1	5	2	5	4	5	1	2	1
138	5	4	2	2	2	3	2	4	5	2	3	2	1	5	2	1	3
139	5	5	1	5	3	1	3	1	4	1	5	4	4	3	2	5	5
140	4	2	3	2	2	3	5	3	1	1	2	4	4	2	5	1	3
141	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
142	4	4	4	5	5	5	5	5	4	4	4	4	4	5	5	5	5
143	2	3	3	1	2	5	4	2	5	5	1	5	1	2	5	3	4
144	4	4	4	3	5	4	5	4	5	5	4	4	4	3	5	4	5
145	3	3	1	4	1	3	2	2	5	5	3	3	3	2	5	5	5
146	4	5	4	5	3	4	4	4	5	4	4	5	4	5	3	4	4
147	2	4	2	4	5	2	1	2	5	3	1	5	4	4	2	3	2
148	1	3	1	2	2	2	1	2	3	2	3	2	3	5	4	5	5
149	5	4	5	5	3	2	4	1	1	2	3	1	5	5	1	3	3
150	2	2	4	4	1	2	4	2	1	1	1	5	1	5	1	2	4
151	2	1	1	1	1	2	3	2	3	4	5	3	3	1	3	2	4
152	3	2	5	4	3	3	5	3	1	1	5	2	3	1	2	5	1
153	2	3	1	5	1	4	1	2	3	2	2	3	1	4	2	5	3

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
154	4	4	4	3	2	4	4	1	4	4	2	2	3	1	3	5	1
155	2	2	2	3	1	4	4	1	4	5	5	3	3	1	3	3	5
156	4	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4
157	1	1	5	3	3	4	1	4	2	1	2	1	5	5	3	3	4
158	2	5	1	4	4	1	4	3	3	5	4	5	3	2	3	1	3
159	5	5	5	4	4	1	4	4	4	1	4	4	3	3	2	5	2
160	2	4	5	4	5	1	4	3	5	1	5	2	5	4	4	4	5
161	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
162	2	4	5	4	5	3	4	3	5	4	2	4	5	4	5	3	4
163	3	3	3	1	5	3	5	4	4	1	2	3	3	1	1	3	1
164	1	4	5	3	2	2	4	1	3	4	3	3	1	2	1	2	1
165	4	4	4	3	2	4	4	1	4	4	2	2	3	1	3	5	1
166	2	2	2	3	1	4	4	1	4	5	5	3	3	1	3	3	5
167	4	4	4	5	5	4	4	4	4	4	4	4	4	5	5	4	4
168	1	1	5	3	3	4	1	4	2	1	2	1	5	5	3	3	4
169	3	5	1	4	4	2	5	3	2	4	5	2	3	5	2	3	4
170	5	1	5	1	5	3	2	1	1	3	4	5	2	3	2	4	5
171	5	3	2	1	1	1	5	3	3	3	1	1	2	3	4	3	5
172	4	5	1	3	2	1	1	2	3	3	2	2	5	2	4	1	3
173	4	1	4	4	3	5	1	4	3	1	2	3	2	4	5	3	3
174	5	1	2	3	2	3	1	3	3	5	1	4	5	2	3	2	5
175	1	5	5	4	5	2	2	3	2	1	4	5	4	1	5	1	1
176	2	1	1	4	1	4	3	3	5	4	1	4	3	4	3	2	1
177	1	3	3	1	3	1	5	1	2	1	1	4	5	4	4	2	4
178	3	2	5	1	3	3	5	4	2	2	2	1	5	3	4	1	5
179	5	3	2	3	1	4	3	1	4	3	4	3	2	3	2	2	5
180	5	3	2	2	2	3	1	2	3	1	1	1	2	2	5	1	3
181	3	2	5	5	2	1	4	1	4	1	3	2	2	1	2	5	2
182	5	4	1	3	4	1	1	2	1	1	5	1	5	4	4	2	2
183	4	5	1	1	3	1	4	5	3	4	2	5	5	3	2	3	1
184	2	5	2	1	2	5	3	4	3	1	3	3	1	2	2	4	4
185	2	1	5	1	3	4	5	4	2	5	4	4	1	4	2	5	4
186	2	3	3	3	1	2	3	4	2	2	5	2	3	5	3	5	5
187	3	3	4	1	4	4	1	4	2	2	3	4	1	4	1	5	5
188	3	5	1	3	2	2	1	1	1	2	5	1	1	3	2	4	5
189	2	2	3	2	2	2	2	4	2	3	4	5	1	5	2	4	3
190	4	3	4	1	3	1	2	3	5	1	5	2	2	3	3	5	1
191	1	1	5	2	5	5	5	3	3	2	3	2	2	4	3	4	4
192	1	5	5	5	2	3	3	2	2	2	1	3	3	5	3	2	2
193	2	4	5	4	1	3	4	2	3	4	4	1	1	2	4	5	5
194	5	5	5	4	1	5	1	1	3	4	3	5	3	5	2	1	1
195	4	1	1	3	2	1	2	4	2	3	2	2	2	2	1	4	5
196	3	4	2	1	5	5	3	3	1	3	3	2	5	4	2	3	3
197	5	5	4	5	5	2	3	5	2	2	1	4	3	5	3	2	1
198	5	1	4	1	3	1	1	1	2	3	4	3	2	3	5	4	4
199	3	2	1	5	4	4	5	5	4	5	3	1	5	2	2	4	3
200	5	1	1	5	1	2	3	3	4	3	1	3	2	5	3	1	2
201	3	1	1	1	1	4	4	4	1	2	4	2	4	3	3	5	1
202	3	4	5	3	2	3	2	3	3	3	4	5	1	5	5	4	1
203	1	5	4	1	1	5	3	4	5	4	4	4	3	4	4	3	1
204	3	4	5	4	2	3	5	5	2	4	1	3	3	5	4	2	1

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
205	2	2	4	2	2	2	2	4	1	2	1	2	1	5	5	2	2
206	5	1	5	2	5	5	5	1	3	4	4	4	1	1	3	2	3
207	4	3	2	4	1	4	4	1	1	5	2	1	2	5	2	1	5
208	3	3	2	5	3	3	4	4	3	5	2	4	2	1	3	2	4
209	4	5	4	1	2	1	5	3	3	1	1	1	3	3	4	4	3
210	1	5	4	5	5	3	2	5	1	5	5	1	1	2	3	2	5
211	1	3	2	4	3	3	1	4	2	5	3	2	4	1	2	1	2
212	2	5	3	2	1	5	2	4	3	4	1	4	3	5	2	2	1
213	3	3	4	4	4	3	4	5	5	3	5	4	2	4	4	2	4
214	1	1	1	2	5	1	2	2	3	4	5	5	2	3	3	4	2
215	2	3	5	4	1	3	3	2	3	1	4	4	4	1	4	1	4
216	4	4	3	5	1	5	3	5	2	2	1	3	4	2	4	4	4
217	3	4	4	5	3	4	5	2	1	3	1	4	2	1	3	2	1
218	2	4	2	1	4	2	4	4	1	1	3	1	3	4	3	2	2
219	1	1	1	4	1	3	5	5	1	5	4	5	1	1	5	5	5
220	4	2	2	5	3	4	5	3	4	4	4	3	5	5	3	3	3
221	5	3	1	1	2	4	5	2	3	3	5	2	4	1	4	2	4
222	4	1	5	5	2	1	5	3	1	3	1	2	4	3	3	3	5
223	3	5	3	3	4	1	3	1	3	5	2	5	4	2	3	4	4
224	4	1	2	2	5	3	5	1	3	1	2	4	3	2	3	3	5
225	3	1	2	3	3	1	1	2	1	3	4	5	4	1	1	2	4
226	4	4	2	3	3	2	5	5	5	2	4	4	3	4	2	3	2
227	4	4	4	1	3	2	5	5	4	3	1	5	3	1	1	1	5
228	1	2	2	2	3	1	1	3	5	3	2	4	5	3	5	5	3
229	5	3	5	5	4	2	4	1	5	1	2	2	4	3	4	5	5
230	2	3	1	1	4	4	4	3	4	2	1	1	4	5	4	2	3
231	3	2	5	3	5	1	4	1	1	1	5	4	2	3	4	3	4
232	3	3	4	4	3	4	1	1	2	2	1	1	2	1	5	5	1
233	4	1	5	4	3	5	5	4	4	2	5	1	4	5	4	2	4
234	1	2	5	5	4	2	4	2	4	4	5	1	5	4	3	2	4
235	2	5	1	2	3	4	3	1	3	1	3	4	5	2	3	3	4
236	2	3	1	5	1	2	5	3	4	2	1	1	5	5	1	4	4
237	1	5	2	4	5	2	1	5	3	5	5	5	1	2	2	5	1
238	2	3	4	3	3	4	5	4	1	3	2	1	1	4	1	3	1
239	2	3	2	2	5	1	2	5	3	4	4	2	1	5	2	1	4
240	2	2	1	2	1	1	3	2	1	1	2	2	1	2	1	1	3
241	2	2	1	5	4	4	5	4	4	4	3	1	3	3	2	4	2
242	5	3	5	3	4	4	3	3	5	2	4	3	1	1	3	2	5
243	4	3	2	1	1	1	3	2	5	1	2	4	3	1	5	1	1
244	2	1	2	2	2	1	1	2	1	2	2	1	2	2	2	1	1
245	5	4	1	2	2	3	4	5	4	1	2	3	2	4	3	1	2
246	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	1	1
247	1	3	2	4	4	2	5	4	2	3	5	3	1	4	5	5	2
248	4	5	4	3	4	4	5	5	5	3	4	5	4	3	4	4	5
249	5	3	1	5	3	4	5	5	4	5	1	2	1	3	2	1	4
250	4	4	1	3	5	2	3	5	5	4	1	2	5	5	1	1	2
251	3	3	3	2	4	4	4	5	1	2	4	1	3	1	1	4	4
252	4	5	2	3	4	1	5	5	4	4	4	3	4	3	3	3	2
253	2	1	1	5	5	3	1	4	1	1	1	4	5	4	3	3	1
254	4	2	3	1	3	1	5	3	5	5	3	2	2	2	2	5	4
255	3	3	3	3	5	3	5	4	4	4	3	3	3	3	5	3	5

Data of Research Variables

No.	Perceived Quality									Brand Loyalty							
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	BL1	BL2	BL3	BL4	BL5	BL6	BL7	BL8
256	5	5	2	5	4	4	5	5	3	3	5	2	3	3	1	4	5
257	5	1	2	5	5	3	2	5	4	5	3	5	3	4	3	4	5
258	5	5	4	3	5	4	4	4	3	4	5	5	4	3	5	4	4
259	2	1	1	4	1	3	3	3	1	5	5	3	4	3	4	1	5
260	5	3	1	5	2	2	1	2	1	3	4	4	2	2	1	3	3
261	3	4	4	5	3	2	3	4	5	2	4	1	2	2	1	1	4
262	5	3	3	4	1	3	1	5	5	5	2	1	2	5	2	1	5
263	2	4	3	1	1	1	2	2	1	2	1	4	2	3	1	3	4
264	5	4	2	3	4	3	5	1	5	3	3	4	4	2	5	5	3
265	5	1	5	5	4	5	3	3	4	5	4	3	4	4	2	5	4
266	5	1	1	3	3	2	3	5	1	3	4	4	2	3	3	1	3
267	2	1	4	2	1	1	2	4	5	4	2	5	5	5	3	5	1
268	3	2	2	4	5	3	1	2	2	4	5	2	2	1	3	2	3
269	2	4	2	4	2	4	5	2	2	5	4	2	5	1	1	4	4
270	4	4	1	4	3	4	5	3	4	3	4	1	4	2	2	1	2
271	1	4	2	4	3	4	2	4	1	2	1	5	1	1	1	4	5
272	3	3	1	4	3	2	5	5	3	5	3	2	4	1	1	5	4
273	3	4	2	2	1	4	4	1	4	2	2	4	1	4	1	3	4
274	1	4	5	2	3	1	2	4	3	1	1	1	2	1	5	2	2
275	1	3	1	1	1	2	3	4	3	5	4	1	4	3	2	5	4
276	1	1	1	5	3	3	3	4	1	5	1	1	3	3	4	5	2
277	3	1	3	4	4	4	1	1	5	5	2	2	5	2	1	4	1
278	3	2	2	4	1	3	4	1	4	3	3	1	2	4	4	4	5
279	5	4	5	1	3	2	2	5	2	2	3	1	4	1	3	4	2
280	1	5	3	4	4	1	1	3	5	4	3	5	4	3	2	5	5
281	2	5	2	3	2	5	2	5	3	4	4	1	5	3	2	5	4
282	2	2	1	3	5	5	3	2	5	1	4	5	2	1	2	2	2
283	2	1	5	5	2	5	1	1	2	2	4	3	2	5	4	5	4
284	1	4	2	5	3	1	5	5	2	1	5	4	3	3	2	2	5
285	1	1	3	3	1	3	3	3	2	4	2	2	1	1	4	1	2
286	5	1	3	2	4	1	4	4	3	2	4	5	3	4	5	5	2
287	4	4	1	1	1	5	1	5	2	3	3	4	3	2	5	4	5
288	4	2	2	1	4	4	5	3	2	2	2	4	2	3	5	5	3
289	1	1	4	3	3	3	5	4	2	1	5	3	3	3	2	4	4
290	4	5	1	2	5	3	5	1	1	4	4	2	1	3	1	4	1
291	2	5	1	3	1	4	5	5	1	5	4	3	1	4	1	4	4
292	3	4	2	3	3	4	3	2	4	5	5	3	2	4	5	3	2
293	2	5	4	3	1	1	5	3	3	5	4	5	2	3	4	5	5
294	4	3	4	1	2	4	1	2	2	3	3	2	5	1	3	4	1
295	2	4	4	3	3	2	3	5	1	5	5	5	5	3	1	3	2
296	4	5	4	5	3	4	4	4	5	4	4	5	4	5	3	4	4
297	2	4	2	4	5	2	1	2	5	3	1	5	4	4	2	3	2
298	1	3	1	2	2	2	1	2	3	2	3	2	3	5	4	5	5
299	5	4	5	5	3	2	4	1	1	2	3	1	5	5	1	3	3
300	2	2	4	4	1	2	4	2	1	1	1	5	1	5	1	2	4

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
1	1	3	4	2	4	3	3	4	5	4	2	2	5	3	2	3	5
2	2	2	5	3	3	1	1	5	2	2	5	1	3	1	4	3	4
3	1	5	5	5	4	3	3	5	3	2	2	4	1	2	2	3	1
4	2	5	4	1	3	3	2	3	5	5	1	4	1	4	1	3	1
5	3	5	5	3	1	3	1	5	1	3	5	2	3	4	1	3	5
6	4	4	4	4	4	5	5	4	4	5	4	5	5	4	4	3	4
7	4	1	5	3	3	1	3	4	2	5	3	5	5	3	2	4	4
8	2	1	2	2	4	4	2	3	4	2	5	1	5	1	4	1	1
9	3	3	3	2	4	5	4	2	2	1	1	5	4	4	5	5	3
10	3	2	4	2	5	2	1	3	5	3	5	5	3	1	1	5	3
11	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
12	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
13	3	4	5	2	2	1	2	3	2	1	2	1	1	2	1	1	1
14	4	5	4	3	5	5	2	5	5	2	3	3	5	4	5	4	4
15	2	5	4	1	3	3	2	3	5	5	1	4	1	4	1	3	1
16	3	5	5	3	1	3	1	5	1	3	5	2	3	4	1	3	5
17	4	4	4	4	4	5	5	4	4	5	4	5	5	4	4	3	4
18	4	1	5	3	3	1	3	4	2	5	3	5	5	3	2	4	4
19	2	1	2	2	4	4	2	3	4	2	5	1	5	1	4	1	1
20	3	3	3	2	4	5	4	2	2	1	1	5	4	4	5	5	3
21	2	5	2	2	4	2	5	2	4	2	2	4	3	4	3	1	1
22	5	2	3	4	5	3	1	2	5	5	3	1	3	1	1	4	2
23	3	1	4	3	3	5	3	2	5	1	2	3	3	2	3	2	1
24	5	4	3	1	5	2	5	3	5	3	2	5	4	2	5	4	2
25	2	4	4	3	1	2	2	2	3	3	2	2	3	1	4	4	4
26	3	1	1	2	5	5	1	5	5	2	5	2	5	5	4	3	1
27	5	4	3	1	1	2	2	1	4	4	5	1	4	1	5	3	4
28	4	1	5	5	1	3	4	3	2	2	1	3	3	1	5	2	3
29	5	5	5	3	4	3	4	5	5	3	3	4	2	1	4	4	5
30	4	4	1	5	2	1	2	4	5	2	4	4	1	3	3	1	3
31	2	2	1	2	2	3	5	1	2	1	4	3	1	2	1	4	2
32	2	3	1	5	2	4	2	3	3	2	4	5	4	2	1	3	1
33	4	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5	5
34	5	3	4	1	3	2	2	1	1	3	2	3	2	3	1	4	5
35	2	4	1	1	1	4	2	1	4	1	3	2	1	3	2	5	5
36	1	5	1	3	3	5	5	1	3	4	1	5	3	3	4	3	5
37	2	5	2	2	4	2	3	5	4	1	2	1	5	3	4	3	4
38	5	3	5	2	3	1	2	5	5	1	5	3	3	1	1	3	1
39	3	2	5	2	1	1	5	3	4	1	2	1	3	1	3	1	2
40	4	3	3	5	1	1	4	1	5	3	2	4	3	2	3	3	3
41	2	5	4	1	5	4	2	5	1	3	4	3	3	4	4	3	3
42	3	1	4	2	1	2	2	3	3	2	1	2	1	1	3	2	1
43	4	4	4	5	4	5	4	5	5	4	5	5	4	5	4	5	5
44	5	3	5	4	1	4	2	3	1	1	2	2	1	5	3	3	3
45	3	3	2	5	5	5	4	1	3	5	4	3	1	3	2	5	5
46	4	5	1	1	1	5	4	2	3	1	4	1	4	1	2	1	1
47	2	1	1	1	2	2	2	1	1	2	1	2	2	1	2	3	1
48	4	5	5	5	2	3	2	1	5	1	3	2	1	5	3	2	2
49	2	2	2	2	2	1	1	1	1	2	2	1	1	1	2	3	3
50	3	4	4	5	4	4	4	5	4	4	5	4	4	4	4	3	3
51	5	5	4	5	4	3	4	4	5	3	5	3	4	5	5	3	3

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
52	4	2	2	5	4	1	1	3	1	1	4	5	1	5	2	3	2
53	3	3	2	5	5	5	4	3	3	5	4	3	5	3	2	5	5
54	4	5	1	1	1	5	4	2	3	1	4	1	4	1	2	1	1
55	2	1	1	1	2	2	2	1	1	2	1	2	2	1	2	3	1
56	4	5	5	5	2	3	2	1	5	1	3	2	1	5	3	2	2
57	2	2	2	2	2	1	1	1	1	2	2	1	1	1	2	3	3
58	2	1	3	4	3	1	1	1	2	1	1	2	4	4	1	2	2
59	5	5	4	5	4	3	4	4	5	3	5	3	4	5	5	3	3
60	4	2	2	5	4	1	1	3	1	1	4	5	1	5	2	3	2
61	4	5	1	2	4	3	5	2	5	2	4	5	2	2	3	4	5
62	5	4	4	3	3	2	2	4	3	1	5	5	2	3	3	5	1
63	2	1	2	3	2	2	1	3	1	2	3	2	1	1	3	1	1
64	4	5	3	4	4	3	5	4	5	4	4	3	5	5	4	4	4
65	3	4	1	4	5	2	5	4	4	5	1	2	4	2	2	5	4
66	4	4	4	4	5	5	3	5	5	3	5	1	2	2	3	3	3
67	5	1	1	2	2	5	4	2	2	2	3	1	3	3	2	4	1
68	5	3	4	1	1	4	1	3	1	3	5	1	3	3	3	4	1
69	3	1	3	3	1	2	3	4	3	1	4	3	5	3	2	2	1
70	4	4	2	2	4	3	2	3	3	2	3	2	1	1	2	2	2
71	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
72	2	2	3	4	2	5	3	2	3	2	4	1	5	3	2	4	1
73	1	5	4	5	5	2	3	2	4	1	4	2	5	1	5	1	5
74	3	4	5	4	1	4	3	4	1	2	4	2	4	1	2	4	3
75	3	4	2	3	5	3	2	2	5	3	4	2	1	4	1	3	4
76	1	5	5	3	5	4	5	3	4	1	2	1	2	3	2	2	4
77	3	5	1	2	2	2	5	5	2	2	3	1	4	4	3	4	2
78	2	5	4	5	3	3	3	5	4	1	2	4	1	3	3	5	4
79	2	2	2	2	2	1	1	1	1	2	2	1	1	1	2	3	3
80	3	3	3	1	5	4	1	5	5	3	1	4	2	5	4	5	1
81	4	4	3	5	5	4	4	5	4	4	5	4	4	4	5	5	3
82	3	5	2	2	5	5	4	4	2	3	1	1	1	4	5	4	5
83	3	2	2	4	4	5	2	5	3	5	4	2	2	4	2	5	5
84	4	5	3	4	4	3	5	4	5	4	4	3	5	5	4	4	4
85	3	4	3	4	2	1	5	2	5	3	5	3	4	1	2	4	4
86	1	1	3	3	1	2	5	3	3	5	1	5	5	4	5	2	2
87	2	2	2	5	1	2	2	4	4	5	4	2	1	1	2	1	4
88	2	1	2	1	3	4	5	4	5	2	1	2	1	4	3	1	1
89	4	3	1	2	1	1	4	1	4	4	2	4	4	2	4	4	2
90	2	1	2	2	1	2	1	1	3	2	2	2	1	3	1	3	2
91	1	5	4	4	5	2	1	5	3	1	3	1	3	3	4	4	3
92	3	3	2	5	5	5	4	1	3	5	4	3	1	3	2	5	5
93	4	5	1	1	1	5	4	2	3	1	4	1	4	1	2	1	1
94	2	1	1	1	2	2	2	1	1	2	1	2	2	1	2	3	1
95	4	5	5	5	2	3	2	1	5	1	3	2	1	5	3	2	2
96	2	2	2	2	2	1	1	1	1	2	2	1	1	1	2	3	3
97	2	1	3	4	3	1	1	1	2	1	1	2	4	4	1	2	2
98	5	5	4	5	4	3	4	4	5	3	5	3	4	5	5	3	3
99	4	2	2	5	4	1	1	3	1	1	4	5	1	5	2	3	2
100	2	3	3	3	1	1	2	3	2	1	1	4	1	2	5	3	1
101	5	5	1	5	3	2	2	3	5	2	2	2	3	3	1	5	2
102	2	3	3	4	4	1	1	3	4	4	4	4	1	1	3	4	5

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
103	3	3	1	3	5	2	2	4	3	5	1	1	3	5	2	2	4
104	1	5	1	1	4	3	5	2	1	5	2	4	5	3	5	5	2
105	4	4	5	3	3	3	5	3	5	3	3	3	5	5	3	3	3
106	3	4	4	4	4	5	5	2	4	2	2	2	1	5	1	2	3
107	4	1	1	1	4	2	3	5	1	4	1	1	4	5	5	5	3
108	4	3	3	5	4	3	5	4	4	5	5	3	5	4	1	2	4
109	4	3	1	2	1	1	1	2	4	3	2	5	2	4	5	4	1
110	1	1	2	4	2	3	5	2	2	2	2	3	3	5	2	2	1
111	2	5	2	1	2	5	5	2	2	1	5	3	4	3	5	2	2
112	2	1	3	5	2	5	3	5	2	2	4	4	5	1	1	5	1
113	3	2	5	2	1	5	5	1	2	5	2	1	3	1	2	3	4
114	1	4	5	3	5	3	3	2	1	4	3	2	3	1	3	5	5
115	2	1	2	4	4	2	4	5	4	4	2	5	5	3	5	2	1
116	1	3	1	2	5	3	1	3	2	3	2	1	3	5	5	4	3
117	5	3	2	3	1	5	5	5	1	3	5	5	2	3	2	3	4
118	3	3	3	2	3	2	3	1	4	1	5	4	3	3	2	3	4
119	4	3	4	5	5	2	4	3	2	2	4	3	3	4	2	3	1
120	1	1	5	5	4	1	1	2	3	5	2	3	2	1	4	3	2
121	3	3	3	2	5	2	1	1	4	2	5	4	2	3	3	5	2
122	4	2	5	2	4	2	4	1	2	2	4	5	2	1	4	3	4
123	2	4	2	3	4	4	5	3	1	1	3	5	3	5	4	4	5
124	1	3	5	5	1	2	2	2	3	5	2	3	2	3	5	2	4
125	4	4	1	3	3	2	1	4	1	3	1	3	3	2	2	5	3
126	3	2	4	4	4	4	3	4	2	1	2	4	5	2	3	4	2
127	3	2	4	3	4	2	1	4	4	1	5	2	2	2	3	5	5
128	3	3	3	3	2	3	2	2	2	3	3	3	2	2	3	1	5
129	4	1	1	5	4	5	2	3	1	4	2	5	4	4	3	5	4
130	3	5	5	5	1	4	2	3	3	2	5	3	1	3	3	4	1
131	4	4	3	5	5	4	4	5	4	4	5	4	4	4	5	5	3
132	1	4	4	1	3	1	5	3	1	2	4	5	1	2	3	4	4
133	5	2	5	4	4	1	2	5	1	4	4	5	5	2	1	4	1
134	2	1	2	1	1	2	1	2	1	2	1	2	1	1	2	1	1
135	2	1	4	2	5	5	1	4	1	3	5	3	4	4	3	4	1
136	1	3	4	3	1	5	4	1	4	2	5	2	2	3	2	3	5
137	1	4	1	5	3	4	2	4	1	4	5	4	2	3	3	3	1
138	4	3	2	3	5	3	1	3	4	1	5	3	5	4	1	3	1
139	3	4	5	3	5	5	4	3	3	1	5	4	2	5	1	1	2
140	3	3	3	4	1	3	2	1	4	3	1	1	1	3	4	4	1
141	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
142	5	4	4	4	4	5	5	5	5	5	4	5	5	5	5	4	2
143	5	3	2	5	2	4	4	4	1	5	5	2	1	1	5	2	4
144	4	5	3	5	4	5	5	4	5	5	4	3	5	5	4	4	4
145	2	5	2	1	1	3	1	1	5	2	2	5	2	3	1	4	1
146	4	5	5	5	4	5	3	4	4	4	5	5	3	4	5	4	5
147	1	3	5	1	5	1	2	3	3	4	2	1	3	3	5	4	4
148	4	3	3	5	2	4	4	3	1	4	5	5	1	3	5	4	3
149	3	1	4	1	4	4	3	4	4	3	5	4	1	2	5	2	5
150	5	1	4	2	3	4	2	1	5	4	5	5	3	2	3	3	1
151	1	3	4	2	4	3	3	4	5	4	2	2	5	3	2	3	5
152	2	2	5	3	3	1	1	5	2	2	5	1	3	1	4	3	4
153	1	5	5	5	4	3	3	5	3	2	2	4	1	2	2	3	1

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
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155	3	5	5	3	1	3	1	5	1	3	5	2	3	4	1	3	5
156	4	4	4	4	4	5	5	4	4	5	4	5	5	4	4	3	4
157	4	1	5	3	3	1	3	4	2	5	3	5	5	3	2	4	4
158	2	1	2	2	4	4	2	3	4	2	5	1	5	1	4	1	1
159	3	3	3	2	4	5	4	2	2	1	1	5	4	4	5	5	3
160	3	2	4	2	5	2	1	3	5	3	5	5	3	1	1	5	3
161	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
162	3	5	4	4	5	4	5	3	4	3	4	4	5	4	4	5	3
163	3	4	5	2	2	1	2	3	2	1	2	1	1	2	1	1	1
164	4	5	4	3	5	5	2	5	5	2	3	3	5	4	5	4	4
165	2	5	4	1	3	3	2	3	5	5	1	4	1	4	1	3	1
166	3	5	5	3	1	3	1	5	1	3	5	2	3	4	1	3	5
167	4	4	4	4	4	5	5	4	4	5	4	5	5	4	4	3	4
168	4	1	5	3	3	1	3	4	2	5	3	5	5	3	2	4	4
169	1	5	3	5	5	4	4	2	1	4	2	3	1	3	4	1	2
170	4	2	4	2	1	5	1	3	2	3	2	2	5	3	5	1	3
171	2	5	1	4	1	4	4	3	1	3	1	1	5	3	1	5	4
172	4	4	4	5	4	2	4	3	5	5	5	3	2	1	5	1	3
173	5	2	2	2	2	3	1	4	1	1	4	2	5	3	5	3	1
174	3	1	4	1	4	1	3	4	4	5	5	2	3	4	5	5	4
175	3	5	1	2	5	3	5	4	2	1	4	1	2	2	5	1	3
176	1	3	2	1	1	1	5	5	4	4	3	4	3	5	1	1	2
177	5	2	2	4	2	3	2	2	2	1	1	4	3	2	3	2	4
178	2	4	5	3	3	1	3	1	1	2	2	2	2	5	1	2	5
179	5	3	5	5	2	3	1	2	4	5	3	5	4	5	5	2	1
180	5	3	3	5	1	2	4	4	4	2	2	4	1	4	5	2	3
181	4	4	1	1	4	4	5	3	4	2	4	1	3	5	3	4	2
182	3	5	2	3	3	2	2	4	4	4	2	4	3	3	5	3	2
183	1	5	5	2	2	1	5	2	5	2	5	1	2	3	2	5	4
184	5	1	2	3	5	3	5	5	5	4	2	3	4	5	5	3	3
185	4	3	1	2	3	3	4	1	4	4	3	2	1	5	4	3	5
186	4	2	5	5	3	4	1	4	5	1	2	5	4	1	1	2	2
187	5	4	5	4	2	1	1	5	1	5	3	4	4	3	3	3	4
188	5	2	3	4	5	5	2	3	4	5	4	4	1	3	4	2	4
189	3	1	5	5	4	1	2	2	2	2	5	4	1	2	5	2	1
190	4	4	3	4	1	2	3	2	4	2	2	5	1	4	1	3	2
191	4	1	3	4	3	5	3	5	1	2	4	3	2	1	1	5	5
192	5	3	4	2	4	4	2	1	3	2	4	5	1	2	3	2	3
193	2	4	3	3	1	5	4	4	3	4	1	4	2	3	4	2	4
194	4	4	4	1	3	3	2	2	2	2	5	3	3	5	2	3	5
195	5	5	3	2	3	1	3	4	4	5	1	3	5	4	5	4	3
196	2	4	4	2	4	3	5	4	3	4	4	3	4	1	3	3	5
197	2	1	2	3	3	2	4	1	3	5	2	4	3	4	4	3	3
198	2	3	1	4	2	3	4	2	5	3	2	5	5	3	3	3	1
199	1	1	2	5	4	1	1	2	1	4	3	4	2	1	5	2	5
200	2	5	1	3	3	4	2	2	3	2	2	3	3	4	4	2	5
201	3	3	5	4	1	1	5	5	4	5	5	2	4	5	5	3	1
202	3	3	2	5	4	4	1	4	5	1	2	3	2	4	1	2	4
203	4	2	2	2	3	1	1	4	3	2	3	5	2	5	3	1	5
204	4	3	1	3	4	3	2	4	4	3	3	1	4	5	3	5	4

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
205	5	2	5	3	4	4	4	2	3	3	4	5	4	1	3	2	5
206	3	5	5	2	4	3	5	4	3	2	4	1	1	4	3	2	4
207	3	1	3	3	3	5	4	1	1	1	2	3	1	3	4	2	1
208	1	3	2	3	4	1	5	3	2	2	4	4	5	2	1	5	4
209	3	1	2	5	4	2	4	4	1	4	4	2	3	1	1	3	2
210	2	4	3	4	5	2	2	4	3	1	2	5	2	5	2	2	2
211	2	5	1	4	4	2	3	5	4	5	5	4	4	1	4	1	5
212	2	1	5	4	1	5	3	1	2	3	1	4	5	2	3	3	4
213	1	5	1	1	2	3	5	5	5	2	1	1	1	2	3	4	5
214	3	2	5	4	4	2	3	2	3	5	1	1	5	1	4	5	5
215	4	4	4	3	3	4	3	2	5	4	3	3	4	4	4	2	4
216	2	2	4	2	1	4	1	1	4	2	1	1	4	4	3	5	4
217	3	1	1	5	2	4	5	5	4	4	5	3	5	5	4	4	3
218	4	3	4	5	1	5	4	1	2	5	4	1	1	4	4	4	4
219	3	1	1	5	4	3	5	2	2	1	2	3	5	3	5	5	5
220	4	1	5	2	5	2	4	4	3	1	1	4	1	2	3	5	5
221	4	5	2	5	2	4	4	3	1	4	2	5	5	5	2	1	4
222	4	3	2	5	4	2	2	5	4	1	3	2	4	2	1	3	2
223	2	4	3	4	3	3	2	2	5	1	3	1	5	1	2	4	5
224	3	4	2	1	4	2	3	2	3	3	5	2	3	3	4	1	5
225	5	5	2	1	5	2	5	2	2	4	2	3	1	2	1	5	3
226	3	1	5	1	5	5	4	5	5	5	5	2	3	2	1	4	2
227	4	2	3	5	4	4	3	3	1	5	3	2	3	4	2	4	5
228	2	2	2	3	1	5	2	1	3	5	3	4	5	1	5	3	3
229	3	3	5	4	4	2	5	3	4	2	5	2	3	1	5	3	4
230	4	1	3	4	1	5	4	1	5	5	4	4	4	2	2	3	5
231	2	2	1	4	4	2	3	2	5	1	5	5	3	2	4	5	5
232	1	1	1	1	4	2	4	5	4	5	5	1	4	5	1	5	5
233	5	4	5	4	2	5	2	5	1	5	3	5	2	1	3	1	4
234	5	1	5	5	3	1	4	5	4	5	1	4	5	2	3	5	3
235	3	4	3	4	2	1	5	2	5	3	5	3	4	1	2	4	4
236	1	1	3	3	1	2	5	3	3	5	1	5	5	4	5	2	2
237	2	2	2	5	1	2	2	4	4	5	4	2	1	1	2	1	4
238	2	1	2	1	3	4	5	4	5	2	1	2	1	4	3	1	1
239	4	3	1	2	1	1	4	1	4	4	2	4	4	2	4	4	2
240	2	1	2	2	1	2	1	1	3	2	2	2	1	3	1	3	2
241	1	5	4	4	5	2	1	5	3	1	3	1	3	3	4	4	3
242	3	3	2	5	5	5	4	1	3	5	4	3	1	3	2	5	5
243	4	5	1	1	1	5	4	2	3	1	4	1	4	1	2	1	1
244	2	1	1	1	2	2	2	1	1	2	1	2	2	1	2	3	1
245	4	5	5	5	2	3	2	1	5	1	3	2	1	5	3	2	2
246	2	2	2	2	2	1	1	1	1	2	2	1	1	1	2	3	3
247	2	1	3	4	3	1	1	1	2	1	1	2	4	4	1	2	2
248	5	5	4	5	4	3	4	4	5	3	5	3	4	5	5	3	3
249	4	2	2	5	4	1	1	3	1	1	4	5	1	5	2	3	2
250	2	3	3	3	1	1	2	3	2	1	1	4	1	2	5	3	1
251	5	5	1	5	3	2	2	3	5	2	2	2	3	3	1	5	2
252	2	3	3	4	4	1	1	3	4	4	4	4	1	1	3	4	5
253	3	3	1	3	5	2	2	4	3	5	1	1	3	5	2	2	4
254	1	5	1	1	4	3	5	2	1	5	2	4	5	3	5	5	2
255	4	4	5	3	3	3	5	3	5	3	3	3	5	5	3	3	3

Data of Research Variables

No.				Brand Image							Brand Awareness				Perceived At		
	BL9	BL10	BL11	BI1	BI2	BI3	BI4	BI5	BI6	BI7	BA1	BA2	BA3	BA4	PAS1	PAS2	PAS3
256	3	4	4	4	4	5	5	2	4	2	2	2	1	5	1	2	3
257	4	1	1	1	4	2	3	5	1	4	1	1	4	5	5	5	3
258	4	3	3	5	4	3	5	4	4	5	5	3	5	4	1	2	4
259	4	3	1	2	1	1	1	2	4	3	2	5	2	4	5	4	1
260	1	1	2	4	2	3	5	2	2	2	2	3	3	5	2	2	1
261	2	5	2	1	2	5	5	2	2	1	5	3	4	3	5	2	2
262	2	1	3	5	2	5	3	5	2	2	4	4	5	1	1	5	1
263	3	2	5	2	1	5	5	1	2	5	2	1	3	1	2	3	4
264	1	4	5	3	5	3	3	2	1	4	3	2	3	1	3	5	5
265	2	1	2	4	4	2	4	5	4	4	2	5	5	3	5	2	1
266	5	5	3	4	4	4	1	1	1	1	5	5	4	5	3	3	4
267	2	1	2	1	2	5	1	2	4	2	3	1	4	1	3	1	3
268	4	4	5	2	4	1	4	1	5	4	5	3	2	4	3	5	5
269	5	2	4	1	1	1	2	4	4	3	1	1	3	5	2	4	4
270	2	1	5	4	1	3	1	3	4	1	2	2	2	2	3	2	2
271	1	5	5	2	2	4	3	5	3	1	5	2	5	4	1	2	3
272	5	2	3	1	5	5	2	4	4	2	1	4	1	4	5	3	3
273	2	1	4	4	5	1	1	4	2	1	3	4	1	1	4	3	2
274	4	5	3	4	2	5	5	3	2	1	3	5	2	4	1	4	2
275	5	1	5	5	3	1	2	3	3	3	1	5	5	3	5	2	2
276	1	3	5	5	4	5	2	3	4	2	4	4	2	2	4	3	5
277	3	1	1	3	4	5	3	3	2	3	5	1	2	3	2	4	4
278	5	2	3	5	3	1	3	4	4	3	3	3	4	1	1	1	4
279	2	5	3	3	5	5	2	3	5	1	3	1	2	1	3	5	3
280	2	1	4	5	4	3	2	3	4	2	3	1	4	2	3	2	3
281	2	4	5	2	2	4	2	2	3	5	4	2	2	4	4	4	1
282	4	2	2	3	4	2	3	2	1	1	4	2	1	2	5	1	5
283	5	4	4	4	4	1	4	2	1	4	4	1	2	5	5	3	1
284	1	1	4	2	2	2	5	5	3	3	4	1	3	5	1	1	4
285	3	4	5	1	3	2	4	4	1	5	2	1	4	1	1	5	1
286	4	3	5	4	5	2	5	2	5	2	3	2	2	2	4	4	3
287	1	5	2	5	4	1	1	2	1	2	2	4	5	3	1	3	2
288	1	5	2	2	5	5	5	3	2	1	3	5	1	4	5	3	4
289	5	1	3	1	1	4	1	5	1	5	2	5	1	4	1	1	5
290	2	1	5	5	3	1	4	3	3	3	3	4	2	4	5	4	4
291	1	1	5	3	1	2	2	1	2	3	1	4	5	5	4	1	4
292	4	3	3	1	5	5	4	4	4	2	5	5	1	3	5	2	2
293	3	4	1	3	5	2	2	2	1	5	4	3	2	5	4	2	2
294	3	3	4	1	2	3	3	3	1	4	1	5	4	4	4	4	1
295	5	2	2	3	1	4	5	2	5	2	3	1	5	1	2	1	4
296	4	5	5	5	4	5	3	4	4	4	5	5	3	4	5	4	5
297	1	3	5	1	5	1	2	3	3	4	2	1	3	3	5	4	4
298	4	3	3	5	2	4	4	3	1	4	5	5	1	3	5	4	3
299	3	1	4	1	4	4	3	4	4	3	5	4	1	2	5	2	5
300	5	1	4	2	3	4	2	1	5	4	5	5	3	2	3	3	1

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
1	2	2	2	4	5	3	5	4	5	3	4
2	1	4	5	3	2	4	1	3	5	2	1
3	1	1	3	1	1	4	5	4	4	3	3
4	2	1	1	1	1	5	4	3	1	3	5
5	4	2	4	5	4	1	3	3	5	4	5
6	2	4	3	4	2	3	2	4	2	3	2
7	3	1	2	4	2	3	4	2	4	2	3
8	2	5	4	5	5	2	2	4	3	2	4
9	4	4	4	1	3	5	4	2	4	1	1
10	2	5	5	2	4	1	3	5	2	3	1
11	2	5	5	3	3	1	3	3	1	1	3
12	2	5	5	3	3	1	3	3	1	1	3
13	1	2	2	5	1	2	1	3	3	2	3
14	5	4	1	4	5	3	2	3	1	5	5
15	2	1	1	1	4	4	5	5	5	5	4
16	4	2	4	5	2	1	2	3	2	2	4
17	2	4	3	4	3	3	3	3	4	4	3
18	3	1	2	4	1	2	2	1	2	5	2
19	2	5	4	5	5	2	2	4	3	2	4
20	4	4	4	1	3	5	4	2	4	1	1
21	2	2	4	4	2	5	3	3	2	2	5
22	3	3	5	2	1	2	3	5	3	2	4
23	2	1	4	1	5	5	4	2	2	1	2
24	3	2	1	2	3	2	5	2	2	4	1
25	5	2	2	1	1	5	5	2	4	4	4
26	2	5	3	3	1	5	5	4	4	4	1
27	3	1	5	3	1	4	4	5	2	2	2
28	3	2	2	1	4	2	4	5	2	5	3
29	3	4	1	1	4	1	2	5	5	4	1
30	1	2	5	2	4	3	4	1	3	4	4
31	2	5	2	1	4	1	4	2	4	4	1
32	1	2	3	2	5	1	4	1	2	1	5
33	4	5	4	4	3	4	3	3	4	2	2
34	1	1	1	4	3	3	1	1	1	3	4
35	2	5	2	1	4	2	1	3	2	2	2
36	5	4	4	4	4	3	4	4	1	5	4
37	3	2	2	5	3	1	3	4	5	4	3
38	1	1	5	5	5	1	4	4	5	2	4
39	3	5	4	2	3	1	3	5	2	5	5
40	5	5	4	1	2	3	1	4	3	4	1
41	5	5	5	2	1	4	3	1	2	4	3
42	1	2	5	1	5	1	5	2	4	1	5
43	4	5	4	4	3	4	3	3	4	2	2
44	3	1	1	5	2	4	1	1	5	4	1
45	3	2	4	2	1	5	5	1	2	2	2
46	1	2	5	4	5	3	5	5	4	5	1
47	2	3	3	2	4	3	5	4	3	3	4
48	3	3	2	3	1	1	1	1	3	3	4
49	2	3	2	1	4	5	3	4	3	4	5
50	2	5	4	5	2	3	3	2	1	2	1
51	4	3	3	4	1	3	3	2	1	2	2

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
52	1	5	2	3	4	4	5	4	3	3	4
53	3	2	4	2	1	5	5	1	2	2	2
54	1	2	5	4	5	3	5	5	4	5	1
55	2	3	3	2	4	4	5	5	5	5	4
56	3	3	2	3	2	1	2	3	2	2	4
57	2	3	2	1	3	3	3	3	4	4	3
58	1	4	4	5	1	2	2	1	2	5	2
59	4	3	3	4	1	3	3	2	3	3	2
60	1	5	2	3	4	4	5	4	3	3	4
61	1	4	1	4	2	3	5	4	3	5	4
62	5	4	2	2	4	2	3	3	5	2	1
63	2	2	2	3	5	5	5	4	4	4	5
64	3	3	5	4	2	2	2	3	3	1	2
65	1	3	4	2	3	3	1	4	4	5	3
66	5	5	5	2	5	5	4	2	3	3	4
67	4	5	1	4	3	2	2	3	5	4	4
68	2	4	4	4	2	4	1	2	2	5	4
69	3	4	4	4	2	3	4	4	1	5	4
70	2	4	5	4	5	1	4	3	3	2	1
71	2	5	5	3	3	1	3	3	1	1	3
72	5	2	5	2	1	4	2	3	4	3	4
73	1	3	3	2	1	5	4	3	2	4	3
74	2	4	5	2	2	2	3	1	3	2	2
75	3	4	5	2	3	5	4	3	3	1	3
76	3	5	5	3	5	1	1	3	4	1	3
77	2	4	3	4	4	4	3	2	5	3	2
78	3	1	1	2	2	5	1	2	3	3	2
79	2	3	2	1	4	3	3	4	3	4	5
80	5	1	3	4	2	5	1	3	2	4	3
81	4	4	4	1	2	3	3	1	3	3	1
82	5	2	3	1	5	4	5	3	2	4	5
83	2	1	5	5	4	2	2	5	5	1	1
84	3	3	5	4	2	2	2	3	3	1	2
85	4	5	3	1	3	2	2	2	4	3	4
86	1	1	5	2	1	3	4	5	1	3	2
87	2	5	5	4	3	3	3	4	1	2	5
88	3	5	3	1	4	4	5	5	5	5	4
89	2	4	4	2	2	1	2	3	2	2	4
90	1	3	1	2	3	3	3	3	4	4	3
91	3	5	1	5	1	2	2	1	2	5	2
92	3	2	4	2	1	5	5	1	2	2	2
93	1	2	5	4	4	4	5	5	5	5	4
94	2	3	3	2	2	1	2	3	2	2	4
95	3	3	2	3	3	3	3	3	4	4	3
96	2	3	2	1	3	4	3	4	2	5	4
97	1	4	4	5	4	3	1	3	2	2	4
98	4	3	3	4	1	3	3	2	3	3	2
99	1	5	2	3	4	4	5	4	3	3	4
100	4	2	5	5	4	4	5	5	1	2	5
101	3	5	4	1	5	1	2	2	1	5	1
102	5	3	4	4	3	1	2	3	3	1	4

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
103	5	4	4	2	5	2	2	4	1	2	4
104	3	4	1	4	5	4	2	2	5	4	1
105	3	2	2	3	3	3	3	3	4	4	3
106	4	4	1	1	2	4	4	5	3	2	3
107	3	1	4	1	4	5	5	1	5	4	3
108	5	4	5	5	5	4	2	1	2	1	1
109	3	5	5	4	4	5	5	4	5	4	4
110	5	3	3	2	5	3	4	1	4	5	3
111	3	2	5	3	2	1	1	1	1	2	1
112	5	5	1	1	4	3	4	2	4	3	4
113	5	2	5	2	3	4	4	1	2	4	4
114	5	3	2	1	3	2	2	5	2	3	3
115	1	5	3	4	5	5	5	2	4	3	5
116	2	1	4	5	1	2	3	5	4	5	3
117	2	1	4	1	5	2	5	2	5	5	3
118	1	5	3	4	3	2	2	1	1	2	5
119	3	2	1	5	4	3	5	5	2	3	5
120	3	3	4	4	1	1	2	5	5	1	2
121	3	1	1	3	5	1	4	5	1	2	4
122	4	4	5	5	3	5	4	5	2	2	2
123	4	2	2	4	3	3	3	2	4	4	4
124	5	1	2	3	3	1	3	2	2	1	2
125	2	1	3	1	3	2	1	5	3	3	3
126	1	3	1	5	5	1	4	4	3	3	4
127	4	2	1	1	3	4	1	1	4	3	2
128	3	4	2	4	3	5	1	3	2	4	2
129	4	1	2	5	3	3	2	5	3	3	4
130	1	5	1	2	4	5	5	4	5	4	4
131	4	4	4	1	5	3	4	1	4	5	3
132	3	3	1	5	2	1	1	1	1	2	1
133	3	2	4	3	4	3	4	2	4	3	4
134	1	1	2	1	3	2	2	1	2	2	2
135	4	2	4	3	5	2	3	3	2	3	4
136	1	4	5	2	1	2	3	3	2	3	4
137	5	5	1	2	5	4	3	5	3	3	2
138	5	5	4	5	4	5	2	5	2	1	2
139	4	4	5	4	4	5	5	4	5	4	4
140	5	4	1	3	5	3	4	1	4	5	3
141	2	5	5	3	2	1	1	1	1	2	1
142	5	2	4	4	4	3	4	2	4	3	4
143	1	3	2	3	3	2	2	1	2	2	2
144	3	3	5	4	2	2	2	3	3	1	2
145	1	5	1	5	3	4	4	5	1	5	2
146	3	4	4	4	1	2	1	3	2	2	2
147	4	3	2	2	2	2	4	5	1	5	4
148	2	1	4	1	4	4	5	4	4	5	3
149	4	4	3	2	3	4	4	1	5	4	3
150	5	1	5	2	1	2	5	2	2	5	2
151	2	2	2	4	5	3	5	4	5	3	4
152	1	4	5	3	2	4	1	3	5	2	1
153	1	1	3	1	1	4	5	4	4	3	3

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
154	2	1	1	1	1	5	4	3	1	3	5
155	4	2	4	5	4	1	3	3	5	4	5
156	2	4	3	4	2	3	2	4	2	3	2
157	3	1	2	4	2	3	4	2	4	2	3
158	2	5	4	5	5	2	2	4	3	2	4
159	4	4	4	1	3	5	4	2	4	1	1
160	2	5	5	2	4	1	3	5	2	3	1
161	2	5	5	3	3	1	3	3	1	1	3
162	2	5	5	3	3	1	3	3	1	1	3
163	1	2	2	5	1	2	1	3	3	2	3
164	5	4	1	4	5	3	2	3	1	5	5
165	2	1	1	1	4	4	5	5	5	5	4
166	4	2	4	5	2	1	2	3	2	2	4
167	2	4	3	4	3	3	3	3	4	4	3
168	3	1	2	4	1	2	2	1	2	5	2
169	1	3	3	3	1	5	2	5	4	2	4
170	4	3	5	4	4	5	1	3	5	5	2
171	3	5	5	1	4	2	1	5	4	5	5
172	5	2	5	1	4	2	1	1	4	3	3
173	5	1	3	4	1	3	5	3	1	1	4
174	4	1	2	3	3	4	3	1	1	1	2
175	4	3	3	4	2	3	3	3	1	4	4
176	3	4	3	4	5	5	2	2	1	4	1
177	4	3	3	4	1	1	2	5	1	1	5
178	3	4	1	1	2	3	2	4	2	5	3
179	5	2	5	2	2	1	5	1	2	3	1
180	1	1	3	5	1	5	3	2	1	2	5
181	1	4	2	1	3	3	1	1	1	4	1
182	4	4	5	4	2	1	1	4	2	1	3
183	1	4	4	2	1	3	5	2	3	1	2
184	4	5	5	3	4	3	4	1	2	5	3
185	2	1	2	5	4	3	1	4	4	1	1
186	2	3	5	4	5	1	4	4	5	3	2
187	3	3	3	4	2	2	3	3	2	3	5
188	3	4	4	5	3	3	3	5	4	5	4
189	4	5	3	1	3	5	3	3	4	2	1
190	3	4	2	4	5	5	1	1	1	2	3
191	1	2	2	3	1	1	4	4	4	3	3
192	3	1	2	3	4	1	5	5	2	3	3
193	5	4	3	5	2	1	2	1	1	4	1
194	3	1	3	5	5	3	4	4	1	2	3
195	2	2	4	5	5	3	4	5	1	2	4
196	4	3	3	4	1	2	3	3	4	4	2
197	5	4	1	5	4	4	4	3	5	1	3
198	3	5	5	3	2	3	5	1	3	5	1
199	3	4	3	2	4	1	4	2	1	3	3
200	1	2	4	2	3	3	3	1	3	1	4
201	3	4	5	5	2	3	3	4	2	4	4
202	5	1	4	3	3	3	2	3	4	3	4
203	3	3	4	3	5	4	2	5	4	3	3
204	1	2	4	1	5	1	2	2	3	1	2

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
205	5	5	3	3	2	5	5	5	5	3	1
206	1	4	2	3	4	2	3	3	2	5	4
207	3	3	3	2	5	1	5	1	2	1	2
208	5	1	3	2	2	3	4	5	3	2	3
209	2	4	5	3	1	1	4	2	5	4	3
210	5	4	2	1	5	3	2	3	3	4	4
211	5	4	3	1	2	2	5	2	1	3	1
212	4	3	4	3	3	3	5	1	3	2	5
213	4	2	3	1	4	1	2	5	2	4	1
214	3	5	1	2	4	2	3	5	2	2	5
215	1	3	4	4	3	4	2	1	4	1	1
216	4	3	4	5	5	5	5	4	2	1	2
217	3	4	2	2	5	2	2	2	3	4	5
218	4	1	1	3	3	5	1	1	4	5	1
219	2	5	4	1	1	1	1	4	3	5	5
220	2	5	1	4	3	3	5	2	5	1	4
221	1	5	2	4	3	2	2	2	2	1	5
222	4	5	3	2	2	3	1	5	4	2	5
223	3	3	4	5	2	4	2	5	1	4	2
224	3	3	2	4	5	3	3	3	5	2	3
225	5	2	4	3	5	2	1	3	4	5	4
226	1	5	1	4	4	1	5	5	3	5	4
227	2	4	5	5	3	1	1	2	1	3	4
228	5	2	2	2	1	5	2	5	1	5	4
229	4	5	3	5	4	3	4	1	5	5	5
230	3	5	4	4	5	3	5	5	3	2	3
231	3	3	4	1	1	5	3	2	1	3	1
232	4	3	3	2	1	5	4	1	3	3	3
233	5	5	1	1	3	5	3	2	1	4	1
234	3	4	3	3	3	4	2	4	5	3	4
235	4	5	3	1	5	5	2	2	1	2	1
236	1	1	5	2	2	1	1	4	1	5	1
237	2	5	5	4	5	3	2	4	3	4	2
238	3	5	3	1	4	1	1	4	2	5	5
239	2	4	4	2	1	2	4	2	4	3	4
240	1	3	1	2	1	1	2	2	4	2	5
241	3	5	1	5	2	4	2	2	4	2	2
242	3	2	4	2	3	5	4	5	3	4	5
243	1	2	5	4	2	2	2	4	3	1	4
244	2	3	3	2	5	2	3	4	4	3	2
245	3	3	2	3	3	2	2	3	1	3	1
246	2	3	2	1	3	4	5	4	3	2	3
247	1	4	4	5	2	2	3	1	4	5	5
248	4	3	3	4	5	1	2	1	4	2	3
249	1	5	2	3	2	1	4	2	1	4	5
250	4	2	5	5	1	1	1	2	5	4	1
251	3	5	4	1	3	5	2	4	1	5	4
252	5	3	4	4	4	1	4	3	2	3	2
253	5	4	4	2	1	5	4	3	1	3	5
254	3	4	1	4	5	4	3	1	2	2	1
255	3	2	2	3	1	4	2	1	4	1	5

Data of Research Variables

No.	Advertising Spending				Price Deals						
	PAS4	PAS5	PAS6	PAS7	PD1	PD2	PD3	PD4	PD5	PD6	PD7
256	4	4	1	1	1	5	4	2	2	3	4
257	3	1	4	1	1	2	2	5	2	3	2
258	5	4	5	5	3	1	1	1	1	1	3
259	3	5	5	4	2	5	1	2	5	3	4
260	5	3	3	2	2	3	4	2	4	3	2
261	3	2	5	3	5	1	5	3	5	5	3
262	5	5	1	1	1	3	1	2	2	1	4
263	5	2	5	2	2	1	4	2	5	4	3
264	5	3	2	1	2	5	4	1	3	1	5
265	1	5	3	4	5	4	4	2	2	4	2
266	1	4	5	3	2	2	2	4	2	2	4
267	2	1	3	2	1	4	4	4	1	5	3
268	4	2	3	4	3	1	1	1	4	3	2
269	4	3	5	1	3	2	5	5	2	2	1
270	1	4	3	4	5	5	4	1	4	3	3
271	1	1	5	1	5	3	1	2	1	3	2
272	1	3	4	2	3	1	3	5	2	4	1
273	2	2	1	1	3	1	5	2	1	1	5
274	2	3	4	2	3	1	3	2	5	4	5
275	3	5	1	5	3	4	5	3	2	4	3
276	5	1	4	1	1	4	2	1	1	4	2
277	3	4	3	5	5	3	1	3	4	3	3
278	4	5	1	2	3	4	1	5	5	1	5
279	1	4	5	1	5	5	3	5	2	5	2
280	5	3	3	5	3	5	2	2	3	5	1
281	2	2	1	4	5	4	4	5	4	2	3
282	3	3	4	1	5	4	2	4	1	2	5
283	4	2	5	5	3	3	4	2	4	4	1
284	5	3	2	4	3	1	5	4	4	2	2
285	3	3	1	2	5	5	1	4	2	3	3
286	1	4	2	3	1	1	2	5	4	5	4
287	5	2	2	5	3	1	2	4	2	5	4
288	3	3	4	3	5	1	4	5	3	3	1
289	3	1	4	3	2	1	2	4	5	5	5
290	3	2	5	4	3	2	5	1	1	2	5
291	2	2	1	1	4	1	2	2	5	2	1
292	4	1	2	2	2	5	3	5	3	1	3
293	5	2	5	1	4	4	2	2	3	1	2
294	3	1	3	2	5	2	5	4	3	3	4
295	5	5	3	3	2	1	4	5	3	5	2
296	3	4	4	4	1	2	1	3	2	2	2
297	4	3	2	2	2	2	4	5	1	5	4
298	2	1	4	1	4	4	5	4	4	5	3
299	4	4	3	2	3	4	4	1	5	4	3
300	5	1	5	2	1	2	5	2	2	5	2

Analysis Summary

Date and Time

Date: 27 Desember 2012

Time: 12:26:49

Title

model ndut 300 a: 27 Desember 2012 12:26

Notes for Group (Group number 1)

The model is recursive.
Sample size = 300

Parameter summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	55	0	0	0	0	55
Labeled	0	0	0	0	0	0
Unlabeled	46	0	51	0	45	142
Total	101	0	51	0	45	197

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
BI1	1,000	5,000	-,100	-,707	-1,305	-4,614
BI2	1,000	5,000	-,222	-1,567	-1,266	-4,477
BI3	1,000	5,000	,063	,448	-1,296	-4,583
BI4	1,000	5,000	,048	,339	-1,378	-4,874
BI5	1,000	5,000	-,018	-,129	-1,154	-4,081
BI6	1,000	5,000	-,168	-1,187	-1,325	-4,685
BI7	1,000	5,000	,188	1,330	-1,286	-4,547
BA4	1,000	5,000	-,086	-,610	-1,286	-4,547
BA3	1,000	5,000	,002	,013	-1,390	-4,913
BA2	1,000	5,000	-,004	-,027	-1,333	-4,711
BA1	1,000	5,000	-,082	-,577	-1,337	-4,726
BL11	1,000	5,000	-,113	-,797	-1,287	-4,552
BL10	1,000	5,000	-,090	-,634	-1,391	-4,917
BL9	1,000	5,000	-,037	-,264	-1,053	-3,723
BL8	1,000	5,000	-,182	-1,288	-1,394	-4,929
BL7	1,000	5,000	-,079	-,557	-1,288	-4,554
BL6	1,000	5,000	,186	1,318	-1,174	-4,150
BL5	1,000	5,000	,016	,111	-1,227	-4,337
BL4	1,000	5,000	,053	,377	-1,161	-4,104
BL3	1,000	5,000	-,067	-,475	-1,270	-4,489
BL2	1,000	5,000	-,021	-,149	-1,292	-4,567
BL1	1,000	5,000	,020	,144	-1,342	-4,743
PQ9	1,000	5,000	-,153	-1,079	-1,300	-4,597
PQ8	1,000	5,000	-,076	-,538	-1,267	-4,481
PQ7	1,000	5,000	-,349	-2,466	-1,224	-4,327
PQ6	1,000	5,000	,006	,042	-1,199	-4,239
PQ5	1,000	5,000	-,027	-,191	-1,287	-4,549
PQ4	1,000	5,000	-,150	-1,063	-1,143	-4,041
PQ3	1,000	5,000	,068	,480	-1,421	-5,024
PQ2	1,000	5,000	-,175	-1,238	-1,164	-4,116
PQ1	1,000	5,000	-,014	-,096	-1,320	-4,666
PD1	1,000	5,000	-,008	-,060	-1,216	-4,298
PD2	1,000	5,000	,108	,764	-1,237	-4,373
PD3	1,000	5,000	-,006	-,043	-1,226	-4,333
PD4	1,000	5,000	,011	,077	-1,232	-4,357
PD5	1,000	5,000	,095	,672	-1,230	-4,350
PD6	1,000	5,000	,012	,085	-1,184	-4,186
PD7	1,000	5,000	-,080	-,565	-1,150	-4,066
PAS1	1,000	5,000	-,006	-,042	-1,307	-4,619
PAS2	1,000	5,000	-,108	-,763	-,976	-3,450
PAS3	1,000	5,000	-,057	-,405	-1,305	-4,614
PAS4	1,000	5,000	,082	,582	-1,119	-3,958
PAS5	1,000	5,000	-,135	-,954	-1,234	-4,364
PAS6	1,000	5,000	-,192	-1,361	-1,205	-4,261
PAS7	1,000	5,000	,012	,088	-1,323	-4,678
Multivariate					94,705	12,610

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

Observation number	Mahalanobis d-squared	p1	p2
219	76,019	,003	,545
271	75,948	,003	,191
41	71,269	,008	,396
137	69,913	,010	,359
233	68,923	,012	,316
284	66,954	,018	,480
283	66,316	,021	,441
201	66,178	,022	,321
269	65,975	,022	,234
73	64,931	,027	,310
262	64,835	,028	,220
276	64,683	,029	,159
216	64,389	,030	,129
259	64,261	,031	,088
170	63,564	,035	,116
26	62,735	,041	,179
213	62,597	,042	,138
290	62,579	,042	,090
287	62,344	,044	,076
66	62,289	,045	,051
178	62,173	,046	,036
277	61,949	,047	,030
291	61,805	,049	,022
203	61,783	,049	,013
225	61,566	,051	,011
27	61,454	,052	,008
176	61,352	,053	,005
285	60,864	,057	,008
293	60,510	,061	,010
232	60,375	,062	,008
250	60,138	,065	,008
120	59,897	,068	,008
145	59,639	,071	,008
129	59,594	,071	,005
236	59,359	,074	,005
80	59,119	,077	,006
133	59,017	,078	,004
289	58,976	,079	,003
226	58,856	,081	,002
211	58,587	,084	,003
76	58,570	,084	,002
117	58,414	,087	,001
278	57,769	,096	,005
218	57,657	,098	,004
194	57,418	,101	,005
205	57,283	,104	,005

184	57,165	,105	,004
282	57,043	,107	,003
40	56,776	,112	,005
272	56,526	,116	,006
183	56,464	,117	,004
82	56,362	,119	,004
185	56,340	,120	,002
180	56,298	,120	,002
193	56,158	,123	,002
130	56,118	,124	,001
253	56,112	,124	,001
288	56,048	,125	,001
65	56,027	,125	,000
173	55,719	,131	,001
100	55,689	,132	,000
61	55,641	,133	,000
87	55,504	,136	,000
109	55,317	,139	,000
103	55,227	,141	,000
83	55,088	,144	,000
169	55,001	,146	,000
175	54,656	,153	,001
35	54,422	,159	,001
22	54,415	,159	,000
112	54,119	,165	,001
195	54,103	,166	,001
267	53,994	,168	,001
207	53,969	,169	,000
229	53,944	,170	,000
136	53,885	,171	,000
143	53,750	,174	,000
172	53,606	,178	,000
44	53,481	,181	,000
37	53,465	,181	,000
227	53,456	,181	,000
119	53,445	,182	,000
295	53,435	,182	,000
140	53,356	,184	,000
86	53,150	,189	,000
171	53,100	,190	,000
121	53,039	,192	,000
300	52,878	,196	,000
150	52,878	,196	,000
122	52,669	,202	,000
107	52,643	,202	,000
32	52,640	,202	,000
138	52,628	,203	,000
266	52,555	,205	,000
190	52,551	,205	,000

261	52,488	,206	,000
237	52,407	,209	,000
179	52,202	,214	,000
281	51,917	,222	,000
292	51,827	,225	,000

Notes for Model (Group number 1 - Default model)

The following variances are negative. (Group number 1 - Default model)

	Z3	Z4	Z2
	-,162	-,039	-,006

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	1080
Number of distinct parameters to be estimated:	142
Degrees of freedom (1080 - 142):	938

Result (Default model)

Minimum was achieved

Chi-square = 1688,232

Degrees of freedom = 938

Probability level = ,000

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
BA	<---	PAS	2,014	,671	3,001	,003	
PQ	<---	PAS	1,032	,406	2,541	,011	
BL	<---	PAS	1,227	,478	2,567	,010	
BI	<---	PAS	1,480	,574	2,576	,010	
PQ	<---	PD	-,351	,191	-1,838	,066	
BI	<---	PD	,092	,130	,709	,478	
BI	<---	BA	,048	,131	,368	,713	
PAS7	<---	PAS	1,000				
PAS6	<---	PAS	,935	,405	2,307	,021	
PAS5	<---	PAS	,962	,412	2,334	,020	
PAS4	<---	PAS	1,002	,414	2,422	,015	
PAS3	<---	PAS	1,420	,518	2,741	,006	
PAS2	<---	PAS	1,175	,442	2,658	,008	
PAS1	<---	PAS	1,441	,523	2,758	,006	
PD7	<---	PD	1,000				
PD6	<---	PD	1,478	,668	2,213	,027	
PD5	<---	PD	1,388	,640	2,168	,030	
PD4	<---	PD	1,218	,592	2,056	,040	
PD3	<---	PD	1,758	,767	2,293	,022	
PD2	<---	PD	,913	,513	1,780	,075	
PD1	<---	PD	1,182	,582	2,029	,042	
PQ2	<---	PQ	1,362	,420	3,246	,001	
PQ3	<---	PQ	1,385	,434	3,189	,001	
PQ4	<---	PQ	1,271	,401	3,172	,002	
PQ5	<---	PQ	1,949	,543	3,589	***	
PQ6	<---	PQ	1,299	,401	3,244	,001	
PQ7	<---	PQ	1,497	,454	3,297	***	
BL1	<---	BL	1,000				
BL2	<---	BL	1,289	,397	3,248	,001	
BL3	<---	BL	1,194	,381	3,133	,002	
BL4	<---	BL	1,210	,379	3,191	,001	
BL5	<---	BL	,990	,345	2,874	,004	
BL6	<---	BL	1,604	,460	3,489	***	
BL7	<---	BL	1,378	,419	3,287	,001	
BL8	<---	BL	1,893	,528	3,586	***	
BL9	<---	BL	,943	,320	2,942	,003	
BL10	<---	BL	1,282	,410	3,129	,002	
BL11	<---	BL	,732	,307	2,380	,017	
BA1	<---	BA	1,000				
BA2	<---	BA	,740	,188	3,939	***	
BA3	<---	BA	1,010	,217	4,663	***	

BA4	<---	BA	,941	,204	4,601	***
BI7	<---	BI	1,000			
BI6	<---	BI	1,089	,291	3,738	***
BI5	<---	BI	1,183	,295	4,014	***
BI4	<---	BI	1,250	,314	3,986	***
BI3	<---	BI	1,007	,279	3,611	***
BI2	<---	BI	1,424	,335	4,250	***
BI1	<---	BI	1,241	,310	4,004	***
PQ9	<---	PQ	1,512	,455	3,322	***
PQ8	<---	PQ	1,129	,378	2,988	,003
PQ1	<---	PQ	1,000			

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

	Estimate
BA <--- PAS	1,378
PQ <--- PAS	,840
BL <--- PAS	1,024
BI <--- PAS	1,038
PQ <--- PD	-,310
BI <--- PD	,070
BI <--- BA	,050
PAS7 <--- PAS	,207
PAS6 <--- PAS	,198
PAS5 <--- PAS	,202
PAS4 <--- PAS	,217
PAS3 <--- PAS	,291
PAS2 <--- PAS	,268
PAS1 <--- PAS	,296
PD7 <--- PD	,239
PD6 <--- PD	,345
PD5 <--- PD	,322
PD4 <--- PD	,277
PD3 <--- PD	,408
PD2 <--- PD	,205
PD1 <--- PD	,268
PQ2 <--- PQ	,354
PQ3 <--- PQ	,339
PQ4 <--- PQ	,334
PQ5 <--- PQ	,495
PQ6 <--- PQ	,354
PQ7 <--- PQ	,370
BL1 <--- BL	,244
BL2 <--- BL	,328
BL3 <--- BL	,300
BL4 <--- BL	,313
BL5 <--- BL	,250
BL6 <--- BL	,406
BL7 <--- BL	,338

BL8	<---	BL	,449
BL9	<---	BL	,262
BL10	<---	BL	,299
BL11	<---	BL	,182
BA1	<---	BA	,301
BA2	<---	BA	,220
BA3	<---	BA	,289
BA4	<---	BA	,282
BI7	<---	BI	,291
BI6	<---	BI	,314
BI5	<---	BI	,365
BI4	<---	BI	,359
BI3	<---	BI	,294
BI2	<---	BI	,421
BI1	<---	BI	,363
PQ9	<---	PQ	,378
PQ8	<---	PQ	,291
PQ1	<---	PQ	,260

Intercepts: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PAS7	2,923	,081	36,130	***	
PAS6	3,200	,079	40,356	***	
PAS5	3,147	,080	39,420	***	
PAS4	2,937	,077	37,926	***	
PAS3	2,997	,082	36,549	***	
PAS2	3,150	,074	42,784	***	
PAS1	3,043	,082	37,197	***	
PD7	3,010	,076	39,572	***	
PD6	3,057	,078	39,321	***	
PD5	2,890	,078	36,928	***	
PD4	3,007	,080	37,652	***	
PD3	3,057	,078	39,034	***	
PD2	2,870	,081	35,450	***	
PD1	3,030	,080	37,854	***	
PQ1	3,093	,079	39,052	***	
PQ2	3,110	,079	39,270	***	
PQ3	2,917	,084	34,585	***	
PQ4	3,127	,078	39,893	***	
PQ5	2,983	,081	36,751	***	
PQ6	2,840	,076	37,519	***	
PQ7	3,290	,083	39,446	***	
PQ8	3,047	,080	38,151	***	
PQ9	3,110	,082	37,730	***	
BL1	2,977	,083	36,071	***	
BL2	3,033	,079	38,333	***	
BL3	3,033	,080	37,864	***	
BL4	2,930	,078	37,710	***	

BL5	2,970	,080	37,234	***
BL6	2,850	,080	35,807	***
BL7	3,037	,082	37,049	***
BL8	3,123	,085	36,849	***
BL9	3,047	,072	42,029	***
BL10	3,070	,086	35,588	***
BL11	3,137	,081	38,761	***
BA1	3,130	,082	38,337	***
BA2	3,010	,083	36,471	***
BA3	2,967	,086	34,647	***
BA4	2,997	,082	36,671	***
BI7	2,870	,082	34,890	***
BI6	3,103	,083	37,357	***
BI5	3,010	,078	38,779	***
BI4	3,003	,083	36,049	***
BI3	2,980	,082	36,288	***
BI2	3,120	,081	38,543	***
BI1	3,140	,082	38,338	***

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PAS	,084	,051	1,657	,098	
PD	,099	,072	1,368	,171	
Z3	-,162	,065	-2,471	,013	
Z4	-,039	,024	-1,585	,113	
Z2	-,006	,012	-,492	,623	
Z1	,025	,018	1,386	,166	
e7	1,873	,155	12,118	***	
e6	1,806	,149	12,128	***	
e5	1,827	,151	12,123	***	
e4	1,708	,141	12,106	***	
e3	1,840	,153	12,001	***	
e2	1,505	,125	12,038	***	
e1	1,826	,152	11,992	***	
e14	1,631	,144	11,317	***	
e13	1,591	,156	10,172	***	
e12	1,641	,157	10,473	***	
e11	1,760	,160	10,973	***	
e10	1,529	,166	9,195	***	
e9	1,878	,162	11,569	***	
e8	1,778	,161	11,060	***	
e15	1,749	,147	11,916	***	
e16	1,640	,141	11,602	***	
e17	1,883	,161	11,666	***	
e18	1,632	,140	11,682	***	
e19	1,488	,138	10,750	***	
e20	1,499	,129	11,604	***	
e21	1,795	,156	11,535	***	

e22	1,745	,148	11,828	***
e23	1,741	,151	11,497	***
e24	1,915	,158	12,085	***
e25	1,671	,140	11,939	***
e26	1,746	,146	11,996	***
e27	1,628	,136	11,970	***
e28	1,784	,148	12,077	***
e29	1,583	,135	11,714	***
e30	1,779	,149	11,915	***
e31	1,714	,149	11,529	***
e32	1,464	,121	12,060	***
e33	2,026	,169	11,998	***
e34	1,893	,156	12,153	***
e35	1,813	,154	11,799	***
e36	1,938	,159	12,205	***
e37	2,009	,169	11,884	***
e38	1,837	,154	11,932	***
e45	1,852	,153	12,091	***
e44	1,860	,154	12,055	***
e43	1,562	,131	11,941	***
e42	1,808	,151	11,957	***
e41	1,843	,152	12,088	***
e40	1,612	,137	11,742	***
e39	1,742	,146	11,947	***

Model Fit Summary**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	142	1688,232	938	,000	1,800
Saturated model	1080	,000	0		
Independence model	90	2528,856	990	,000	2,554

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,332	,295	,528	,485	,512
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,947	,315	,486
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	750,232	639,239	869,040
Saturated model	,000	,000	,000
Independence model	1538,856	1394,263	1691,072

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	5,646	2,509	2,138	2,906
Saturated model	,000	,000	,000	,000
Independence model	8,458	5,147	4,663	5,656

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,052	,048	,056	,235
Independence model	,072	,069	,076	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	1972,232	2023,869		
Saturated model	2160,000	2552,727		
Independence model	2708,856	2741,584		

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	6,596	6,225	6,993	6,769
Saturated model	7,224	7,224	7,224	8,538
Independence model	9,060	8,576	9,569	9,169

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	179	185
Independence model	126	130