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APPENDICES

APPENDIX A

RESEARCH QUESTIONNAIRE PREFACE

Kepada

Yth. Saudara/i

Di tempat

Dengan hormat,

Sehubungan dengan diadakannya penelitian, maka saya yang mengirim kuesioner ini:

Nama : Pandu Satryo Pangarso

Status : Mahasiswa Manajemen FEB UGM

Mengharapkan bantuan dan partisipasi Saudara/i sebagai responden dalam penelitian berjudul "The Effect of Brand Consciousness to Repurchase Intention with Brand Loyalty as a mediator" yang merupakan studi persepsi dan evaluasi pelanggan Tekoff Coffee and Tea.

Mengingat kesibukan Saudara/i kuesioner ini telah didesain seefisien mungkin. Semua informasi yang terkumpul melalui kuesioner ini akan digunakan untuk kepentingan akademik dan penyusunan skripsi serta dijamin kerahasiaannya. Data yang terkumpul akan dianalisis dan disajikan dalam bentuk informasi yang tersaji secara keseluruhan mengenai data yang telah Saudara/i berikan, tidak secara individu.

Hasil kuesioner ini diharapkan memberikan kontribusi bagi Saudara/i. Oleh karena itu saya sangat berharap jawaban lengkap Saudara/i untuk mendukung tercapainya tujuan dari penelitian ini. Atas kesediaan, bantuan, dan partisipasi

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Saudara/i untuk mengisi kuesioner ini, saya ucapkan terima kasih yang sebesar-besarnya.

Hormat Saya, Yogyakarta, Oktober 2019

Penulis

APPENDIX B

RESEARCH QUESTIONNAIRE

A. Lembar Identitas

Pilihlah salah satu jawaban dengan dicentang (√) atau disilang (X) dari pilihan yang tersedia.

1. **Apakah anda suka minum kopi?**
   ◯ Ya ◯Tidak
2. **Jenis kelamin**
   ◯ Laki-laki ◯ Perempuan
3. **Umur**
   ◯ 18 – 23 tahun
   ◯ 24 – 29 tahun
   ◯ 30 – 35 tahun
   ◯ lebih dari 35 tahun
4. **Status**
   ◯ Mahasiswa
   ◯ Sudah bekerja
   ◯ Tidak Bekerja

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5. **Berapa rata-rata gelas kopi yang anda minum dalam sehari?**
   - ◯ 0
   - ◯ 1-2
   - ◯ 3
   - ◯ Lebih dari 3
6. **Berapa kali rata-rata anda pergi ke *coffee shop* dalam satu minggu?**
   - ◯ 1
   - ◯ 2
   - ◯ 3
   - ◯ Lebih dari 3

B. Lembar Kuesioner

Keterangan:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Pertanyaan mengenai Brand Consciousness

	STS	TS	N	S	SS
Saya memperhatikan produk Tekoff di Instagram					
Merek Tekoff menunjukan kualitas kopi yang dijual					
Terkadang saya bersedia mengeluarkan uang yang lebih untuk membeli produk di Tekoff karena sudah terkenal					
Produk yang mahal dari Tekoff memiliki kualitas yang bagus					

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Pertanyaan mengenai Brand Loyalty

	STS	TS	N	S	SS
Tekoff memiliki kualitas kopi yang lebih baik dari merk yang lain					
Sebagai generasi Millennial, saya lebih menyukai Tekoff daripada merk yang lain					
Saya berniat untuk melanjutkan pembelian di Tekoff di waktu yang akan datang					
Ketika saya membutuhkan segelas kopi, saya hanya membeli di Tekoff					

Pertanyaan mengenai Repurchase Intention

	STS	TS	N	S	SS
Kemungkinan besar saya akan terus membeli kopi dari Tekoff					
Saya berniat untuk terus membeli produk apapun di Tekoff					
Saya selalu berkomitmen untuk pergi ke Tekoff untuk membeli segelas kopi					
Keinginan saya untuk membeli lagi produk di Tekoff sangat tinggi					

Thank you and have a good day!

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APPENDIX C

PRELIMINARY TEST RESULT

DATA: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.624
Bartlett's Test of Sphericity	Approx. Chi-Square	194.917
	df	66
	Sig.	.000

DATA: Confirmatory Factor Analysis

Rotated Component Matrix[a]

	Component		
	1	2	3
BC1	-.001	.089	.817
BC2	-.015	.111	.756
BC3	.336	-.250	.688
BC4	-.104	.282	.748
BL1	.745	.330	.000
BL2	.828	.073	.161
BL3	.694	.311	-.099
BL4	.864	.033	-.001
RPI1	.102	.663	.087
RPI2	.377	.744	.139
RPI3	.104	.759	.169
RPI4	.122	.808	-.051

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

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DATA: Correlation Matrix

Correlation Matrix[a]

		BC1	BC2	BC3	BC4	BL1	BL2	BL3	BL4	RPI1	RPI2	RPI3	RPI4
Correlation	BC1	1.000	.513	.349	.571	.081	.125	-.122	.106	.205	.125	.180	-.014
	BC2	.513	1.000	.438	.417	.112	-.048	.077	-.045	.073	.262	.109	.058
	BC3	.349	.438	1.000	.321	.032	.392	.104	.198	-.006	-.013	.084	-.104
	BC4	.571	.417	.321	1.000	.031	.140	.013	-.116	.143	.294	.239	.183
	BL1	.081	.112	.032	.031	1.000	.478	.541	.638	.258	.484	.324	.255
	BL2	.125	-.048	.392	.140	.478	1.000	.419	.670	.083	.376	.235	.243
	BL3	-.122	.077	.104	.013	.541	.419	1.000	.385	.227	.514	.081	.354
	BL4	.106	-.045	.198	-.116	.638	.670	.385	1.000	.204	.295	.175	.104
	RPI1	.205	.073	-.006	.143	.258	.083	.227	.204	1.000	.378	.489	.362
	RPI2	.125	.262	-.013	.294	.484	.376	.514	.295	.378	1.000	.522	.587
	RPI3	.180	.109	.084	.239	.324	.235	.081	.175	.489	.522	1.000	.546
	RPI4	-.014	.058	-.104	.183	.255	.243	.354	.104	.362	.587	.546	1.000
Sig. (1-tailed)	BC1		.000	.014	.000	.309	.221	.226	.258	.102	.221	.133	.465
	BC2	.000		.002	.004	.246	.385	.319	.391	.326	.051	.252	.362
	BC3	.014	.002		.022	.422	.006	.261	.111	.485	.469	.304	.262
	BC4	.000	.004	.022		.425	.194	.468	.237	.189	.033	.069	.129
	BL1	.309	.246	.422	.425		.001	.000	.000	.054	.001	.021	.056
	BL2	.221	.385	.006	.194	.001		.004	.000	.306	.008	.073	.066
	BL3	.226	.319	.261	.468	.000	.004		.007	.079	.000	.310	.012
	BL4	.258	.391	.111	.237	.000	.000	.007		.104	.032	.140	.262
	RPI1	.102	.326	.485	.189	.054	.306	.079	.104		.008	.001	.011
	RPI2	.221	.051	.469	.033	.001	.008	.000	.032	.008		.000	.000
	RPI3	.133	.252	.304	.069	.021	.073	.310	.140	.001	.000		.000
	RPI4	.465	.362	.262	.129	.056	.066	.012	.262	.011	.000	.000	

a. Determinant = .004

DATA: Anti-image Matrices

Anti-image Matrices

		BC1	BC2	BC3	BC4	BL1	BL2	BL3	BL4	RPI1	RPI2	RPI3	RPI4
Anti-image Covariance	BC1	.464	-.174	.016	-.229	.005	-.031	.098	-.074	-.116	.039	-.007	.048
	BC2	-.174	.445	-.233	-.001	-.083	.152	.005	.030	.065	-.139	.062	-.035
	BC3	.016	-.233	.446	-.079	.115	-.176	-.096	-.028	-.006	.140	-.109	.104
	BC4	-.229	-.001	-.079	.504	-.022	-.055	.018	.141	.004	-.090	.007	-.035
	BL1	.005	-.083	.115	-.022	.397	-.024	-.158	-.166	.024	-.005	-.115	.062
	BL2	-.031	.152	-.176	-.055	-.024	.330	-.036	-.161	.111	-.073	.002	-.066
	BL3	.098	.005	-.096	.018	-.158	-.036	.443	.020	-.108	-.132	.187	-.104
	BL4	-.074	.030	-.028	.141	-.166	-.161	.020	.341	-.079	-.018	.034	.036
	RPI1	-.116	.065	-.006	.004	.024	.111	-.108	-.079	.638	-.029	-.176	-.046
	RPI2	.039	-.139	.140	-.090	-.005	-.073	-.132	-.018	-.029	.352	-.125	-.080
	RPI3	-.007	.062	-.109	.007	-.115	.002	.187	.034	-.176	-.125	.437	-.178
	RPI4	.048	-.035	.104	-.035	.062	-.066	-.104	.036	-.046	-.080	-.178	.494
Anti-image Correlation	BC1	.617[a]	-.384	.035	-.474	.011	-.080	.217	-.186	-.214	.097	-.015	.099
	BC2	-.384	.485[a]	-.522	-.003	-.198	.396	.012	.076	.122	-.352	.140	-.074
	BC3	.035	-.522	.423[a]	-.167	.273	-.459	-.215	-.071	-.011	.353	-.248	.221
	BC4	-.474	-.003	-.167	.654[a]	-.049	-.136	.037	.341	.007	-.214	.014	-.071
	BL1	.011	-.198	.273	-.049	.715[a]	-.067	-.378	-.451	.047	-.014	-.277	.140
	BL2	-.080	.396	-.459	-.136	-.067	.630[a]	-.095	-.480	.243	-.215	.006	-.165
	BL3	.217	.012	-.215	.037	-.378	-.095	.635[a]	.053	-.203	-.334	.424	-.222
	BL4	-.186	.076	-.071	.341	-.451	-.480	.053	.658[a]	-.170	-.052	.088	.088
	RPI1	-.214	.122	-.011	.007	.047	.243	-.203	-.170	.704[a]	-.062	-.334	-.083
	RPI2	.097	-.352	.353	-.214	-.014	-.215	-.334	-.052	-.062	.732[a]	-.318	-.191
	RPI3	-.015	.140	-.248	.014	-.277	.006	.424	.088	-.334	-.318	.612[a]	-.384
	RPI4	.099	-.074	.221	-.071	.140	-.165	-.222	.088	-.083	-.191	-.384	.749[a]

a. Measures of Sampling Adequacy(MSA)

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DATA: Communalities

Communalities

	Initial	Extraction
BC1	1.000	.677
BC2	1.000	.587
BC3	1.000	.648
BC4	1.000	.644
BL1	1.000	.657
BL2	1.000	.718
BL3	1.000	.529
BL4	1.000	.756
RPI1	1.000	.455
RPI2	1.000	.715
RPI3	1.000	.613
RPI4	1.000	.673

Extraction Method: Principal Component Analysis.

DATA: Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.781	31.505	31.505	3.781	31.505	31.505	2.714	22.616	22.616
2	2.210	18.419	49.924	2.210	18.419	49.924	2.596	21.635	44.251
3	1.682	14.019	63.943	1.682	14.019	63.943	2.363	19.693	63.943
4	.946	7.883	71.826						
5	.807	6.727	78.553						
6	.668	5.565	84.118						
7	.581	4.840	88.958						
8	.401	3.343	92.300						
9	.329	2.740	95.040						
10	.253	2.109	97.149						
11	.187	1.555	98.704						
12	.155	1.296	100.000						

Extraction Method: Principal Component Analysis.

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DATA: Component Transformation Matrix

Component Transformation Matrix

Component	1	2	3
1	.674	.659	.334
2	-.384	-.073	.920
3	.631	-.749	.204

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

DATA: Cronbach's Alpha of Brand Consciousness (BC)

Reliability Statistics BC

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.738	.755	4

DATA: Cronbach's Alpha of Brand Loyalty (BL)

Reliability Statistics BL

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.826	4

DATA: Cronbach's Alpha of Repurchase Intention

Reliability Statistics RPI

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.784	.787	4

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APPENDIX D

BIG SAMPLE TEST RESULT

DATA: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.675
Bartlett's Test of Sphericity	Approx. Chi-Square	908.507
	df	66
	Sig.	.000

DATA: Confirmatory Factor Analysis

Rotated Component Matrix[a]

	Component		
	1	2	3
BC1			.784
BC2			.765
BC3		.301	.662
BC4			.735
BL1	.399	.713	
BL2		.837	
BL3		.564	
BL4		.842	
RPI1	.668		
RPI2	.767	.323	
RPI3	.725		
RPI4	.821		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

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DATA: Cronbach's Alpha of Brand Consciousness (BC)

Reliability Statistics

Cronbach's Alpha	N of Items
.718	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BC1	12.6400	1.699	.561	.626
BC2	12.6900	2.094	.586	.621
BC3	12.6900	1.984	.410	.724
BC4	12.3950	2.230	.530	.654

DATA: Cronbach's Alpha of Brand Loyalty (BL)

Reliability Statistics

Cronbach's Alpha	N of Items
.772	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	11.6400	1.910	.648	.676
BL2	11.7950	2.023	.595	.706
BL3	11.8850	2.203	.429	.792
BL4	12.0500	1.957	.634	.685

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DATA: Cronbach's Alpha of Repurchase Intention (RPI)

Reliability Statistics

Cronbach's Alpha	N of Items
.789	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RPI1	11.7200	2.976	.477	.792
RPI2	11.8250	2.256	.633	.721
RPI3	11.4300	2.447	.642	.714
RPI4	11.7350	2.377	.652	.708

DATA: Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.639	1.578		4.206	.000		
	BL	.121	.074	.106	1.630	.105	.980	1.020
	BC	.437	.073	.391	5.990	.000	.980	1.020

a. Dependent Variable: RPI

DATA: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BC	200	3.25	5.00	4.2012	.45092
BL	200	2.75	4.75	3.9475	.45707
RPI	200	3.00	5.00	3.8925	.51088
Valid N (listwise)	200				

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APPENDIX E

GOODNESS OF FIT MODEL TEST RESULT

DATA: R^2 Test (Coefficient of Determinant)

Dependent Variable: BL

Independent Variable: BC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.140[a]	.020	.015	1.79044

a. Predictors: (Constant), BC

Dependent Variable: RPI

Independent Variable: BC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161[a]	.026	.021	2.02189

a. Predictors: (Constant), BC

Dependent Variable: RPI

Independent Variable: BL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406[a]	.165	.161	1.87213

a. Predictors: (Constant), BL

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Dependent Variable: RPI

Independent Variable: BC, BL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420[a]	.176	.168	1.86435

a. Predictors: (Constant), BC, BL

Data: F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.291	2	73.145	21.044	.000[b]
	Residual	684.729	197	3.476		
	Total	831.020	199			

a. Dependent Variable: RPI

b. Predictors: (Constant), BC, BL

Data: T-Test

Dependent Variable: BL

Independent Variable: BC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.626	1.103		13.255	.000		
	BC	.138	.069	.140	1.988	.048	1.000	1.000

a. Dependent Variable: BL

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Dependent Variable: RPI

Independent Variable: BL

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.403	1.154		7.283	.000		
BL	.454	.073	.406	6.253	.000	1.000	1.000

a. Dependent Variable: RPI

Dependent Variable: RPI

Independent Variable: BC

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	12.501	1.343		9.308	.000		
BC	.183	.079	.161	2.298	.023	1.000	1.000

a. Dependent Variable: RPI

Dependent Variable: RPI

Independent Variable: BC, BL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.639	1.578		4.206	.000		
	BL	.121	.074	.106	1.630	.105	.980	1.020
	BC	.437	.073	.391	5.990	.000	.980	1.020

a. Dependent Variable: RPI

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APPENDIX F

HYPOTHESIS TESTING RESULT

DATA: Hypothesis 1 Test Result

H1:

Dependent Variable: BL

Independent Variable: BC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.626	1.103		13.255	.000		
	BC	.138	.069	.140	1.988	.048	1.000	1.000

a. Dependent Variable: BL

DATA: Hypothesis 2 Test Result

H2:

Dependent Variable: RPI

Independent Variable: BL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.403	1.154		7.283	.000		
	BL	.454	.073	.406	6.253	.000	1.000	1.000

a. Dependent Variable: RPI

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DATA: Hypothesis 3 Test Result

H3:

Dependent Variable: RPI

Independent Variable: BC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.501	1.343		9.308	.000		
	BC	.183	.079	.161	2.298	.023	1.000	1.000

DATA: Mediating Effect Test Result

Path	Independent Variable	Dependent Variable	Coefficient Beta	T-Value	Significance
A	BC	BL	0.140	1.988	0.048
B	BL	RPI	0.406	6.253	0.000
C	BC	RPI	0.161	2.298	0.023
C'	BC	RPI	0.106	1.630	0.105
	BL		0.391	5.990	0.000