

Lampiran 1

KUESIONER

Kepada : Yth. Responden

Dengan Hormat,

Kuesioner ini dibuat dalam rangka menyelesaikan tugas akhir saya sebagai mahasiswa Universitas Katolik Widya Mandala Surabaya dengan judul “**Pengaruh *Familiarity, Store Image, dan Price Consciousness Terhadap Persepsi Private Label di Hypermart Surabaya: Tinjauan Antar Etnis***”. Pada kesempatan ini mengharapkan kesediaan anda untuk bersedia meluangkan waktu menjawab pertanyaan yang saya ajukan seperti terlampir dalam kuesioner ini. Atas segala bantuan anda, saya ucapkan terima kasih.

I. Deskripsi Responden

1. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
2. Usia :
 - b. 18 - 25 tahun
 - b. 25 – 30 tahun
 - c. > 30 tahun
3. Pendidikan terakhir :
 - a. SMA
 - b. Diploma
 - c. Sarjana
4. Pendapatan per bulan :
 - a. Rp 1 jt – Rp 2 jt
 - b. Rp 2 jt – Rp 5 jt
 - c. Rp 5 jt – Rp 10 jt
 - d. > Rp 10 jt
5. Sudah berapa lama anda mengenal produk merek *Value Plus* ?

- a. 1 tahun b. 2 tahun c. > 3 tahun
6. Sudah berapa lama anda menggunakan produk merek *Value Plus* ?
- a. 1 tahun b. 2 tahun
- c. > 3 tahun

II. Alternatif Jawaban

Jawablah pernyataan berikut dengan memberi tanda check list (√) atau tanda silang (X) pada kolom alternatif jawaban yang menjadi pilihan Anda :

- STS : Sangat Tidak Setuju = 1
- TS : Tidak Setuju = 2
- N : Netral = 3
- S : Setuju = 4
- SS : Sangat Setuju = 5

| No. | Atribut | STS | TS | N | S | SS |
|---------------------------|---|-----|----|---|---|----|
| | | 1 | 2 | 3 | 4 | 5 |
| <i>Familiarity</i> | | | | | | |
| 1. | Saya mengenal produk <i>private label</i> sebab saya sering meluangkan waktu untuk melihat produk <i>Value Plus</i> . | | | | | |
| 2. | Saya mengenal berbagai produk <i>Value Plus</i> di Hypermart. | | | | | |

| | | | | | | |
|-----------------------------------|--|--|--|--|--|--|
| 3. | Saya mengenal produk <i>Value Plus</i> karena saya sering membeli produk <i>Value Plus</i> di Hypermart. | | | | | |
| <i>Store Image</i> | | | | | | |
| 4. | Hypermart memiliki kualitas barang dagangan yang baik. | | | | | |
| 5. | Hypermart memiliki nama baik di kalangan konsumen. | | | | | |
| 6a. | Hypermart memiliki kebersihan yang cukup baik dibandingkan toko lain. | | | | | |
| 6b. | Hypermart memiliki penataan barang yang cukup baik dibandingkan toko lain. | | | | | |
| 6c. | Hypermart memiliki pencahayaan yang cukup baik dibandingkan toko lain. | | | | | |
| <i>Price Consciousness</i> | | | | | | |
| 7. | Saya cenderung membeli produk merek <i>Value Plus</i> karena harganya yang lebih murah dibandingkan produk merek pabrik. | | | | | |
| 8. | Harga menjadi pertimbangan | | | | | |

| | | | | | | |
|--|---|--|--|--|--|--|
| | utama saya dalam membeli sebuah produk. | | | | | |
| 9. | Saya selalu membandingkan harga beberapa produk sebelum membeli barang. | | | | | |
| <i>Private Label Perception</i> | | | | | | |
| 10. | <i>Value Plus</i> adalah merek yang mempunyai produk yang berkualitas. | | | | | |
| 11. | <i>Value Plus</i> adalah merek yang mempunyai variasi produk yang mengikuti perkembangan jaman. | | | | | |
| 12. | <i>Value Plus</i> adalah merek yang mempunyai produk yang aman untuk digunakan. | | | | | |
| 13. | <i>Value Plus</i> adalah merek yang mempunyai produk yang mudah digunakan. | | | | | |
| 14. | <i>Value Plus</i> adalah merek yang mempunyai produk yang memiliki inovasi cukup tinggi. | | | | | |

Lampiran 2

Etnis Cina

| Familiarity | | |
|-------------|---|---|
| 1 | 2 | 3 |
| 3 | 5 | 4 |
| 5 | 4 | 5 |
| 2 | 2 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 2 |
| 4 | 3 | 4 |
| 2 | 2 | 1 |
| 4 | 5 | 4 |
| 5 | 5 | 5 |
| 5 | 5 | 4 |
| 5 | 4 | 5 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 3 |
| 5 | 4 | 4 |
| 2 | 2 | 3 |
| 3 | 3 | 4 |
| 1 | 1 | 2 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 3 | 4 | 4 |
| 4 | 4 | 4 |
| 3 | 2 | 3 |
| 3 | 2 | 3 |
| 5 | 5 | 5 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 4 | 3 | 4 |
| 4 | 4 | 3 |
| 5 | 4 | 3 |
| 2 | 1 | 1 |
| 3 | 2 | 3 |
| 4 | 3 | 4 |
| 5 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 5 | 5 |
| 4 | 4 | 4 |
| 3 | 4 | 4 |
| 4 | 3 | 4 |
| 3 | 3 | 3 |
| 4 | 5 | 5 |
| 3 | 4 | 3 |
| 5 | 3 | 3 |
| 3 | 4 | 3 |
| 3 | 2 | 3 |
| 4 | 5 | 3 |
| 4 | 4 | 4 |
| 4 | 3 | 4 |
| 3 | 4 | 4 |
| 5 | 5 | 5 |
| 2 | 3 | 2 |
| 5 | 4 | 5 |
| 3 | 4 | 5 |
| 4 | 4 | 5 |
| 2 | 1 | 2 |
| 2 | 3 | 4 |
| 3 | 4 | 5 |
| 5 | 4 | 3 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 3 | 3 | 3 |
| 2 | 3 | 2 |
| 5 | 4 | 3 |
| 3 | 4 | 5 |
| 5 | 3 | 5 |
| 5 | 4 | 3 |
| 4 | 2 | 3 |
| 3 | 2 | 1 |
| 5 | 4 | 4 |
| 4 | 3 | 3 |
| 2 | 1 | 2 |
| 3 | 2 | 3 |
| 4 | 5 | 4 |
| 3 | 4 | 3 |
| 5 | 4 | 5 |
| 4 | 4 | 4 |
| 3 | 2 | 3 |
| 5 | 4 | 3 |
| 4 | 5 | 4 |
| 2 | 2 | 2 |
| 3 | 4 | 5 |
| 4 | 5 | 4 |
| 4 | 4 | 3 |
| 4 | 5 | 5 |
| 5 | 4 | 3 |
| 5 | 5 | 5 |
| 5 | 4 | 5 |
| 3 | 2 | 3 |
| 2 | 1 | 2 |
| 3 | 3 | 4 |
| 4 | 4 | 5 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 3 | 4 | 4 |
| 4 | 3 | 2 |
| 5 | 4 | 5 |
| 5 | 4 | 5 |
| 3 | 3 | 3 |
| 4 | 3 | 3 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 4 |
| 5 | 4 | 3 |
| 3 | 4 | 3 |
| 2 | 1 | 2 |

Store Image

| 1 | 2 | 3 | 4 | 5 |
|----------|----------|----------|----------|----------|
| 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 3 | 5 | 4 |
| 2 | 2 | 1 | 2 | 2 |
| 2 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 |
| 2 | 3 | 2 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 2 | 2 | 2 | 2 | 2 |
| 5 | 4 | 3 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 |
| 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 |
| 2 | 3 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 5 | 4 | 4 | 4 | 4 |
| 2 | 3 | 2 | 2 | 3 |
| 3 | 4 | 3 | 4 | 3 |
| 1 | 2 | 1 | 1 | 1 |
| 1 | 4 | 1 | 4 | 1 |
| 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 3 |
| 3 | 4 | 3 | 4 | 5 |
| 3 | 2 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 3 | 3 | 2 | 3 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 |
| 3 | 2 | 3 | 3 | 2 |
| 5 | 5 | 5 | 4 | 4 |
| 3 | 4 | 2 | 3 | 3 |
| 5 | 4 | 3 | 5 | 4 |
| 3 | 4 | 5 | 3 | 4 |
| 3 | 2 | 3 | 3 | 2 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 4 | 5 | 2 | 4 | 3 |
| 3 | 4 | 3 | 4 | 3 |
| 5 | 5 | 4 | 4 | 3 |
| 4 | 3 | 2 | 4 | 2 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 |
| 2 | 1 | 1 | 2 | 1 |
| 3 | 3 | 2 | 2 | 3 |
| 3 | 4 | 3 | 3 | 4 |
| 5 | 5 | 5 | 5 | 5 |
| 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 2 |
| 5 | 5 | 4 | 5 | 3 |
| 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 5 | 3 | 4 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 |
| 3 | 2 | 2 | 2 | 3 |
| 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 3 |
| 2 | 2 | 3 | 2 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 5 | 5 | 5 | 4 | 4 |
| 4 | 3 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 5 | 4 | 5 |
| 2 | 2 | 2 | 2 | 2 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 4 | 5 | 4 | 5 | 4 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 3 | 4 | 4 | 4 |
| 2 | 3 | 3 | 3 | 3 |
| 2 | 2 | 1 | 2 | 2 |
| 4 | 3 | 4 | 3 | 4 |
| 4 | 5 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 4 | 4 | 3 | 3 | 4 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 3 | 3 | 2 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 1 | 2 | 2 | 3 | 3 |

Price Consciousness

| 1 | 2 | 3 |
|----------|----------|----------|
| 4 | 4 | 5 |
| 5 | 5 | 5 |
| 2 | 2 | 1 |
| 2 | 3 | 3 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 3 | 3 | 4 |
| 4 | 4 | 4 |
| 3 | 2 | 3 |
| 5 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 5 | 5 |
| 5 | 5 | 4 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 2 | 3 | 4 |
| 4 | 4 | 4 |
| 4 | 5 | 4 |
| 2 | 2 | 3 |
| 3 | 3 | 4 |
| 1 | 1 | 1 |
| 4 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 4 | 3 |
| 5 | 5 | 4 |
| 3 | 3 | 2 |
| 3 | 2 | 3 |
| 5 | 5 | 5 |
| 4 | 3 | 4 |
| 3 | 4 | 4 |
| 4 | 5 | 4 |
| 1 | 2 | 1 |
| 3 | 2 | 3 |
| 4 | 4 | 3 |
| 5 | 4 | 5 |
| 5 | 5 | 4 |
| 5 | 5 | 5 |

| | | |
|---|---|---|
| 4 | 5 | 4 |
| 4 | 4 | 4 |
| 3 | 3 | 3 |
| 2 | 3 | 2 |
| 4 | 4 | 5 |
| 3 | 3 | 3 |
| 3 | 5 | 4 |
| 3 | 3 | 4 |
| 3 | 3 | 2 |
| 5 | 4 | 5 |
| 4 | 4 | 4 |
| 5 | 5 | 4 |
| 4 | 4 | 3 |
| 4 | 4 | 4 |
| 3 | 3 | 2 |
| 4 | 5 | 5 |
| 3 | 3 | 4 |
| 5 | 4 | 5 |
| 2 | 1 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 4 |
| 5 | 4 | 5 |
| 3 | 3 | 3 |
| 3 | 2 | 3 |
| 4 | 4 | 5 |
| 5 | 5 | 4 |
| 5 | 4 | 3 |
| 4 | 4 | 4 |
| 4 | 3 | 3 |
| 3 | 3 | 2 |
| 4 | 4 | 5 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 4 | 4 | 3 |
| 2 | 2 | 1 |
| 3 | 3 | 4 |
| 5 | 5 | 4 |
| 4 | 4 | 4 |
| 5 | 4 | 5 |
| 4 | 4 | 4 |
| 2 | 3 | 3 |
| 5 | 5 | 5 |
| 4 | 5 | 4 |
| 2 | 2 | 2 |
| 3 | 3 | 4 |
| 4 | 5 | 5 |
| 5 | 4 | 5 |
| 5 | 5 | 4 |
| 4 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 4 | 3 |
| 3 | 3 | 2 |
| 2 | 2 | 2 |
| 5 | 3 | 4 |
| 4 | 5 | 4 |
| 3 | 4 | 3 |
| 3 | 3 | 4 |
| 4 | 5 | 5 |
| 5 | 4 | 5 |
| 2 | 3 | 3 |
| 4 | 4 | 3 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 4 |

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| Lampiran 2 (lanjutan) |
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| | | |
|---|---|---|
| 4 | 5 | 4 |
| 3 | 3 | 3 |
| 3 | 2 | 1 |

| Private Label Perception | | | | |
|---------------------------------|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 4 | 5 | 4 | 2 | 4 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 3 | 3 |
| 2 | 2 | 2 | 3 | 2 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 3 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 |
| 4 | 3 | 4 | 5 | 4 |
| 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 2 | 2 | 2 |
| 3 | 4 | 3 | 2 | 1 |
| 1 | 2 | 1 | 3 | 3 |
| 5 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 |
| 3 | 2 | 5 | 3 | 2 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 2 | 3 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 |
| 3 | 4 | 5 | 4 | 3 |
| 5 | 4 | 3 | 4 | 5 |
| 2 | 1 | 2 | 2 | 1 |
| 3 | 3 | 2 | 2 | 2 |
| 4 | 4 | 3 | 3 | 2 |
| 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 2 | 5 | 4 |
| 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 3 |
| 2 | 3 | 3 | 3 | 2 |
| 4 | 5 | 5 | 5 | 4 |
| 3 | 3 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 5 |
| 3 | 3 | 1 | 4 | 4 |
| 3 | 2 | 3 | 2 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 5 | 5 |
| 3 | 4 | 5 | 3 | 4 |
| 4 | 5 | 5 | 3 | 4 |
| 3 | 4 | 3 | 3 | 4 |
| 4 | 3 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 3 |
| 2 | 1 | 2 | 2 | 1 |
| 2 | 3 | 3 | 3 | 3 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 4 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 2 | 3 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 5 | 3 | 4 | 3 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 2 | 3 | 2 | 3 | 2 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 3 | 2 | 2 | 3 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 4 | 5 | 5 | 4 | 5 |
| 4 | 3 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 5 |
| 2 | 3 | 3 | 2 | 3 |
| 5 | 4 | 5 | 3 | 4 |
| 5 | 4 | 5 | 3 | 4 |
| 2 | 2 | 2 | 2 | 2 |
| 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 5 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 5 | 4 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 1 | 2 | 2 | 1 | 1 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 3 | 4 | 4 | 3 | 4 |
| 5 | 5 | 4 | 4 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 |
| 4 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 3 |
| 2 | 3 | 3 | 4 | 3 |
| 4 | 3 | 4 | 5 | 3 |
| 4 | 2 | 4 | 5 | 4 |
| 4 | 3 | 3 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 5 |
| 3 | 2 | 3 | 4 | 5 |
| 3 | 4 | 3 | 2 | 2 |

Etnis Jawa

| Familiarity | | |
|--------------------|----------|----------|
| 1 | 2 | 3 |
| 2 | 3 | 2 |
| 5 | 4 | 5 |
| 3 | 4 | 5 |
| 4 | 4 | 5 |
| 2 | 1 | 2 |
| 2 | 3 | 4 |
| 3 | 4 | 5 |
| 5 | 4 | 3 |
| 3 | 3 | 3 |
| 2 | 3 | 2 |
| 5 | 4 | 3 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 3 | 4 | 5 |
| 5 | 4 | 5 |
| 5 | 4 | 3 |
| 4 | 3 | 3 |
| 3 | 2 | 3 |
| 5 | 4 | 4 |
| 4 | 3 | 3 |
| 2 | 1 | 2 |
| 3 | 2 | 3 |
| 2 | 3 | 2 |
| 5 | 4 | 5 |
| 3 | 4 | 5 |
| 4 | 4 | 5 |
| 2 | 1 | 2 |
| 2 | 3 | 4 |
| 3 | 4 | 5 |
| 5 | 4 | 3 |
| 3 | 3 | 3 |
| 2 | 3 | 2 |
| 5 | 4 | 3 |
| 3 | 4 | 5 |
| 5 | 4 | 5 |
| 5 | 4 | 3 |
| 4 | 3 | 3 |
| 3 | 2 | 3 |
| 5 | 4 | 4 |
| 4 | 3 | 3 |
| 2 | 1 | 2 |
| 3 | 2 | 3 |
| 4 | 3 | 2 |
| 5 | 4 | 5 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 5 | 4 | 5 |
| 3 | 3 | 3 |
| 4 | 3 | 3 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 4 |
| 5 | 4 | 3 |
| 3 | 4 | 3 |
| 3 | 4 | 5 |
| 3 | 4 | 5 |
| 5 | 5 | 4 |
| 2 | 2 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 2 |
| 4 | 3 | 4 |
| 2 | 2 | 1 |
| 4 | 5 | 4 |
| 5 | 5 | 5 |
| 5 | 5 | 4 |
| 5 | 4 | 5 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 3 |
| 5 | 4 | 4 |
| 2 | 2 | 3 |
| 3 | 3 | 4 |
| 1 | 1 | 2 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 3 | 4 | 4 |

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|------------------------------|
| Lampiran 2 (lanjutan) |
|------------------------------|

| | | |
|---|---|---|
| 4 | 4 | 4 |
| 3 | 2 | 3 |
| 3 | 2 | 3 |
| 5 | 5 | 5 |
| 4 | 3 | 4 |
| 4 | 4 | 3 |
| 5 | 4 | 3 |
| 2 | 1 | 1 |
| 3 | 2 | 3 |
| 4 | 3 | 4 |
| 5 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 5 | 5 |
| 4 | 4 | 4 |
| 3 | 4 | 4 |
| 4 | 3 | 4 |
| 3 | 4 | 3 |
| 3 | 4 | 5 |
| 3 | 4 | 5 |
| 5 | 5 | 4 |
| 2 | 2 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 2 |
| 4 | 3 | 4 |
| 2 | 2 | 1 |
| 4 | 5 | 4 |
| 5 | 5 | 5 |

| Store Image | | | | |
|--------------------|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 | 5 |

| | | | | |
|---|---|---|---|---|
| 4 | 3 | 2 | 4 | 2 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 |
| 2 | 1 | 1 | 2 | 1 |
| 3 | 3 | 2 | 2 | 3 |
| 3 | 4 | 3 | 3 | 4 |
| 5 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 2 |
| 5 | 5 | 4 | 5 | 3 |
| 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 5 | 3 | 4 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 |
| 3 | 2 | 2 | 2 | 3 |
| 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 3 |
| 2 | 2 | 3 | 2 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 4 | 3 | 2 | 4 | 2 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 5 | 4 | 4 |
| 2 | 1 | 1 | 2 | 1 |
| 3 | 3 | 2 | 2 | 3 |
| 3 | 4 | 3 | 3 | 4 |
| 5 | 4 | 4 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 2 | 3 | 3 | 3 | 2 |
| 5 | 5 | 4 | 5 | 3 |

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|-----------------------|
| Lampiran 2 (lanjutan) |
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| | | | | |
|---|---|---|---|---|
| 4 | 4 | 5 | 4 | 4 |
| 3 | 4 | 5 | 3 | 4 |
| 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 3 | 3 | 4 |
| 3 | 2 | 2 | 2 | 3 |
| 4 | 5 | 4 | 4 | 4 |
| 3 | 4 | 3 | 3 | 3 |
| 2 | 2 | 3 | 2 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 4 | 4 | 3 | 3 | 4 |
| 5 | 5 | 4 | 5 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 3 | 3 | 2 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 |
| 4 | 5 | 4 | 5 | 4 |
| 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 3 | 5 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 3 | 5 | 4 |
| 2 | 2 | 1 | 2 | 2 |
| 3 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 |
| 2 | 3 | 2 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |
| 5 | 5 | 4 | 5 | 5 |
| 5 | 5 | 4 | 4 | 5 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 5 | 4 | 5 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 |
| 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 |
| 2 | 3 | 2 | 2 | 3 |
| 3 | 4 | 3 | 4 | 3 |
| 1 | 2 | 1 | 1 | 1 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |
| 4 | 5 | 4 | 4 | 3 |
| 4 | 4 | 4 | 4 | 5 |
| 3 | 2 | 3 | 3 | 3 |
| 2 | 3 | 2 | 3 | 3 |
| 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 4 | 4 | 5 | 5 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 3 | 3 | 2 | 3 |
| 4 | 4 | 3 | 4 | 4 |
| 5 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 4 | 5 | 5 | 4 | 5 |
| 5 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 5 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 5 |
| 5 | 4 | 3 | 5 | 4 |

| |
|------------------------------|
| Lampiran 2 (lanjutan) |
|------------------------------|

| | | | | |
|---|---|---|---|---|
| 2 | 2 | 1 | 2 | 2 |
| 3 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 |
| 2 | 3 | 2 | 2 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |

| Price Consciousness | | |
|----------------------------|----------|----------|
| 1 | 2 | 3 |
| 3 | 3 | 2 |
| 4 | 5 | 5 |
| 3 | 3 | 4 |
| 5 | 4 | 5 |
| 2 | 1 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 4 |
| 5 | 4 | 5 |
| 3 | 3 | 3 |
| 3 | 2 | 3 |
| 4 | 4 | 5 |
| 5 | 5 | 4 |
| 5 | 4 | 3 |
| 4 | 4 | 4 |
| 4 | 3 | 3 |
| 3 | 3 | 2 |
| 4 | 4 | 5 |
| 4 | 4 | 3 |
| 2 | 2 | 1 |

Lampiran 2 (lanjutan)

| | | |
|---|---|---|
| 3 | 3 | 4 |
| 3 | 3 | 2 |
| 4 | 5 | 5 |
| 3 | 3 | 4 |
| 5 | 4 | 5 |
| 2 | 1 | 2 |
| 3 | 3 | 2 |
| 4 | 3 | 4 |
| 5 | 4 | 5 |
| 3 | 3 | 3 |
| 3 | 2 | 3 |
| 4 | 4 | 5 |
| 5 | 5 | 4 |
| 5 | 4 | 3 |
| 4 | 4 | 4 |
| 4 | 3 | 3 |
| 3 | 3 | 2 |
| 4 | 4 | 5 |
| 4 | 4 | 3 |
| 2 | 2 | 1 |
| 3 | 3 | 4 |
| 3 | 3 | 4 |
| 4 | 5 | 5 |
| 5 | 4 | 5 |
| 2 | 3 | 3 |
| 4 | 4 | 3 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 4 |
| 4 | 5 | 4 |
| 3 | 3 | 3 |

Lampiran 2 (lan

| | | |
|---|---|---|
| 4 | 4 | 5 |
| 4 | 4 | 5 |
| 5 | 5 | 5 |
| 2 | 2 | 1 |
| 2 | 3 | 3 |
| 3 | 3 | 4 |
| 4 | 4 | 4 |
| 3 | 2 | 3 |
| 5 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 5 | 5 |
| 5 | 5 | 4 |
| 4 | 5 | 4 |
| 5 | 4 | 5 |
| 3 | 4 | 3 |
| 4 | 4 | 4 |
| 4 | 5 | 4 |
| 2 | 2 | 3 |
| 3 | 3 | 4 |
| 1 | 1 | 1 |
| 4 | 4 | 5 |
| 5 | 5 | 5 |
| 4 | 4 | 3 |
| 5 | 5 | 4 |
| 3 | 3 | 2 |
| 3 | 2 | 3 |
| 5 | 5 | 5 |
| 4 | 3 | 4 |
| 3 | 4 | 4 |
| 4 | 5 | 4 |
| 1 | 2 | 1 |

Lampiran 2 (lanjutan)

| | | | | |
|---------------------------------|----------|----------|----------|----------|
| 3 | 2 | 3 | | |
| 4 | 4 | 3 | | |
| 5 | 4 | 5 | | |
| 5 | 5 | 4 | | |
| 5 | 5 | 5 | | |
| 4 | 5 | 4 | | |
| 4 | 4 | 4 | | |
| 3 | 3 | 3 | | |
| 3 | 3 | 3 | | |
| 4 | 4 | 5 | | |
| 4 | 4 | 5 | | |
| 5 | 5 | 5 | | |
| 2 | 2 | 1 | | |
| 2 | 3 | 3 | | |
| 3 | 3 | 4 | | |
| 4 | 4 | 4 | | |
| 3 | 2 | 3 | | |
| 5 | 4 | 5 | | |
| 5 | 5 | 5 | | |
| Private Label Perception | | | | |
| 1 | 2 | 3 | 4 | 5 |
| 3 | 4 | 3 | 3 | 4 |
| 4 | 3 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 3 |
| 2 | 1 | 2 | 2 | 1 |
| 2 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 3 | 2 | 3 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 5 | 3 | 4 | 3 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 2 | 3 | 2 | 3 | 2 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 3 | 2 | 2 | 3 | 2 |
| 3 | 2 | 3 | 2 | 2 |
| 3 | 4 | 3 | 3 | 4 |
| 4 | 3 | 4 | 4 | 5 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 5 | 4 | 3 | 3 |
| 2 | 1 | 2 | 2 | 1 |
| 2 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 3 |
| 5 | 4 | 5 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 2 | 3 | 4 | 3 |
| 5 | 4 | 5 | 5 | 4 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 5 | 3 | 4 | 3 |
| 5 | 4 | 3 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 2 | 3 | 2 | 3 | 2 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 3 | 4 | 4 | 3 |
| 3 | 2 | 2 | 3 | 2 |
| 3 | 2 | 3 | 2 | 2 |

Lampiran 2 (lanjutan)

| | | | | |
|---|---|---|---|---|
| 3 | 3 | 3 | 4 | 3 |
| 4 | 5 | 5 | 5 | 4 |
| 4 | 5 | 5 | 5 | 3 |
| 2 | 3 | 3 | 4 | 3 |
| 4 | 3 | 4 | 5 | 3 |
| 4 | 2 | 4 | 5 | 4 |
| 4 | 3 | 3 | 4 | 2 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 5 |
| 3 | 2 | 3 | 4 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 4 | 2 | 4 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 3 | 3 |
| 2 | 2 | 2 | 3 | 2 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 3 | 4 | 5 |
| 5 | 5 | 5 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 |
| 4 | 3 | 4 | 5 | 4 |
| 4 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 2 | 3 | 2 | 2 | 2 |
| 3 | 4 | 3 | 2 | 1 |
| 1 | 2 | 1 | 3 | 3 |
| 5 | 4 | 4 | 4 | 4 |

| | | | | |
|---|---|---|---|---|
| 4 | 5 | 4 | 4 | 5 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 5 | 4 | 5 |
| 3 | 2 | 5 | 3 | 2 |
| 2 | 3 | 2 | 2 | 2 |
| 5 | 5 | 5 | 5 | 5 |
| 3 | 4 | 3 | 4 | 3 |
| 3 | 4 | 5 | 4 | 3 |
| 5 | 4 | 3 | 4 | 5 |
| 2 | 1 | 2 | 2 | 1 |
| 3 | 3 | 2 | 2 | 2 |
| 4 | 4 | 3 | 3 | 2 |
| 4 | 5 | 5 | 5 | 4 |
| 5 | 4 | 2 | 5 | 4 |
| 4 | 5 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 4 | 3 |
| 3 | 2 | 3 | 4 | 5 |
| 5 | 4 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 4 | 2 | 4 |
| 2 | 2 | 2 | 2 | 1 |
| 2 | 3 | 2 | 3 | 2 |
| 3 | 3 | 3 | 3 | 4 |
| 3 | 4 | 4 | 3 | 3 |
| 2 | 2 | 2 | 3 | 2 |
| 4 | 4 | 4 | 5 | 4 |
| 5 | 4 | 3 | 4 | 5 |

Lampiran 3

Etnis Cina

Statistics

| | | Jenis Kelamin | Usia | Pendapatan | Pendidikan | Lama Mengenal ValuePlus | Lama Penggunaan ValuePlus |
|---|---------|---------------|------|------------|------------|-------------------------|---------------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | laki-laki | 41 | 41.0 | 41.0 | 41.0 |
| | perempuan | 59 | 59.0 | 59.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 18-25 tahun | 24 | 24.0 | 24.0 | 24.0 |
| | 25-30 tahun | 36 | 36.0 | 36.0 | 60.0 |
| | >30 tahun | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pendapatan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Rp 1 - 2 juta | 28 | 28.0 | 28.0 | 28.0 |
| | Rp 2 - 5 juta | 25 | 25.0 | 25.0 | 53.0 |
| | Rp 5 - 10 juta | 29 | 29.0 | 29.0 | 82.0 |
| | >Rp 10 juta | 18 | 18.0 | 18.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 3 (lanjutan)

Pendidikan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | SMA | 30 | 30.0 | 30.0 | 30.0 |
| | Diploma | 32 | 32.0 | 32.0 | 62.0 |
| | Sarjana | 38 | 38.0 | 38.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lama Mengenal Value Plus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 1 tahun | 36 | 36.0 | 36.0 | 36.0 |
| | 2 tahun | 33 | 33.0 | 33.0 | 69.0 |
| | >3 tahun | 31 | 31.0 | 31.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lama Penggunaan Value Plus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 1 tahun | 38 | 38.0 | 38.0 | 38.0 |
| | 2 tahun | 32 | 32.0 | 32.0 | 70.0 |
| | >3 tahun | 30 | 30.0 | 30.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 3 (lanjutan)

Etnis Jawa

Statistics

| | | JenisKelamin | Usia | Pendapatan | Pendidikan | Lama Mengenal ValuePlus | Lama Penggunaan ValuePlus |
|---|---------|--------------|------|------------|------------|-------------------------|---------------------------|
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | laki-laki | 54 | 54.0 | 54.0 | 54.0 |
| | perempuan | 46 | 46.0 | 46.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 18-25 tahun | 15 | 15.0 | 15.0 | 15.0 |
| | 25-30 tahun | 41 | 41.0 | 41.0 | 56.0 |
| | >30 tahun | 44 | 44.0 | 44.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pendapatan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Rp 1 - 2 juta | 24 | 24.0 | 24.0 | 24.0 |
| | Rp 2 - 5 juta | 31 | 31.0 | 31.0 | 55.0 |
| | Rp 5 - 10 juta | 28 | 28.0 | 28.0 | 83.0 |
| | >Rp 10 juta | 17 | 17.0 | 17.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Lampiran 3 (lanjutan)

Pendidikan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid SMA | 27 | 27.0 | 27.0 | 27.0 |
| Diploma | 36 | 36.0 | 36.0 | 63.0 |
| Sarjana | 37 | 37.0 | 37.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lama Mengenal Value Plus

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid 1 tahun | 30 | 30.0 | 30.0 | 30.0 |
| 2 tahun | 29 | 29.0 | 29.0 | 59.0 |
| >3 tahun | 41 | 41.0 | 41.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lama Penggunaan Value Plus

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid 1 tahun | 34 | 34.0 | 34.0 | 34.0 |
| 2 tahun | 37 | 37.0 | 37.0 | 71.0 |
| >3 tahun | 29 | 29.0 | 29.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lampiran 4

Etnis Cina

Correlations

| | | X1.1 | X1.2 | X1.3 | X1TOTAL |
|---------|---------------------|--------|--------|--------|---------|
| X1.1 | Pearson Correlation | 1 | .643** | .600** | .852** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .643** | 1 | .676** | .890** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .600** | .676** | 1 | .873** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1TOTAL | Pearson Correlation | .852** | .890** | .873** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2TOTAL |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| X2.1 | Pearson Correlation | 1 | .723** | .746** | .806** | .767** | .912** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .723** | 1 | .674** | .791** | .727** | .877** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .746** | .674** | 1 | .684** | .749** | .872** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .806** | .791** | .684** | 1 | .703** | .892** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .767** | .727** | .749** | .703** | 1 | .889** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2TOTAL | Pearson Correlation | .912** | .877** | .872** | .892** | .889** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Lampiran 4 (lanjutan)

Correlations

| | | X3.1 | X3.2 | X3.3 | X3TOTAL |
|---------|---------------------|--------|--------|--------|---------|
| X3.1 | Pearson Correlation | 1 | .774** | .752** | .922** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .774** | 1 | .708** | .905** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .752** | .708** | 1 | .906** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3TOTAL | Pearson Correlation | .922** | .905** | .906** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | YTOTAL |
|--------|---------------------|--------|--------|--------|--------|--------|--------|
| Y1.1 | Pearson Correlation | 1 | .645** | .643** | .651** | .678** | .866** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.2 | Pearson Correlation | .645** | 1 | .638** | .496** | .598** | .807** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.3 | Pearson Correlation | .643** | .638** | 1 | .547** | .597** | .824** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.4 | Pearson Correlation | .651** | .496** | .547** | 1 | .686** | .809** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.5 | Pearson Correlation | .678** | .598** | .597** | .686** | 1 | .860** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| YTOTAL | Pearson Correlation | .866** | .807** | .824** | .809** | .860** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Lampiran 4 (lanjutan)

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .970 | 16 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 54.84 | 176.277 | .806 | .968 |
| X1.2 | 55.03 | 173.423 | .855 | .967 |
| X1.3 | 54.95 | 177.280 | .725 | .969 |
| X2.1 | 54.90 | 174.152 | .822 | .968 |
| X2.2 | 54.80 | 175.657 | .848 | .968 |
| X2.3 | 55.05 | 175.301 | .772 | .969 |
| X2.4 | 54.86 | 176.000 | .858 | .967 |
| X2.5 | 54.97 | 175.726 | .811 | .968 |
| X3.1 | 54.84 | 175.570 | .834 | .968 |
| X3.2 | 54.84 | 174.520 | .875 | .967 |
| X3.3 | 54.86 | 173.576 | .834 | .968 |
| Y1.1 | 54.91 | 175.840 | .838 | .968 |
| Y1.2 | 54.89 | 176.766 | .813 | .968 |
| Y1.3 | 54.84 | 176.742 | .750 | .969 |
| Y1.4 | 54.83 | 179.435 | .702 | .970 |
| Y1.5 | 54.99 | 175.101 | .767 | .969 |

Lampiran 5

Etnis Jawa

Correlations

| | | X1.1 | X1.2 | X1.3 | X1TOTAL |
|---------|---------------------|--------|--------|--------|---------|
| X1.1 | Pearson Correlation | 1 | .683** | .581** | .856** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .683** | 1 | .697** | .907** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .581** | .697** | 1 | .868** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| X1TOTAL | Pearson Correlation | .856** | .907** | .868** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

Correlations

| | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2TOTAL |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| X2.1 | Pearson Correlation | 1 | .721** | .740** | .847** | .775** | .913** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .721** | 1 | .720** | .785** | .754** | .889** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .740** | .720** | 1 | .719** | .731** | .877** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .847** | .785** | .719** | 1 | .704** | .906** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .775** | .754** | .731** | .704** | 1 | .887** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| X2TOTAL | Pearson Correlation | .913** | .889** | .877** | .906** | .887** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Lampiran 5 (lanjutan)

Correlations

| | | X3.1 | X3.2 | X3.3 | X3TOTAL |
|---------|---------------------|--------|--------|--------|---------|
| X3.1 | Pearson Correlation | 1 | .772** | .773** | .929** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .772** | 1 | .697** | .899** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .773** | .697** | 1 | .908** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| X3TOTAL | Pearson Correlation | .929** | .899** | .908** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

Correlations

| | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | YTOTAL |
|--------|---------------------|--------|--------|--------|--------|--------|--------|
| Y1.1 | Pearson Correlation | 1 | .648** | .639** | .648** | .683** | .866** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.2 | Pearson Correlation | .648** | 1 | .642** | .510** | .608** | .814** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.3 | Pearson Correlation | .639** | .642** | 1 | .545** | .593** | .822** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.4 | Pearson Correlation | .648** | .510** | .545** | 1 | .676** | .807** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Y1.5 | Pearson Correlation | .683** | .608** | .593** | .676** | 1 | .860** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| YTOTAL | Pearson Correlation | .866** | .814** | .822** | .807** | .860** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |

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

Lampiran 5 (lanjutan)

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 100 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .974 | 16 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 55.67 | 177.637 | .801 | .973 |
| X1.2 | 55.78 | 173.891 | .894 | .972 |
| X1.3 | 55.70 | 177.970 | .751 | .974 |
| X2.1 | 55.60 | 175.737 | .883 | .972 |
| X2.2 | 55.58 | 176.670 | .861 | .972 |
| X2.3 | 55.74 | 175.608 | .842 | .972 |
| X2.4 | 55.63 | 176.134 | .878 | .972 |
| X2.5 | 55.74 | 176.336 | .857 | .972 |
| X3.1 | 55.66 | 176.408 | .851 | .972 |
| X3.2 | 55.65 | 175.563 | .886 | .972 |
| X3.3 | 55.67 | 174.850 | .841 | .972 |
| Y1.1 | 55.73 | 176.199 | .855 | .972 |
| Y1.2 | 55.73 | 177.371 | .827 | .973 |
| Y1.3 | 55.67 | 177.961 | .742 | .974 |
| Y1.4 | 55.65 | 180.694 | .701 | .974 |
| Y1.5 | 55.80 | 175.697 | .781 | .973 |

Lampiran 6

Etnis Cina

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------|-------------------|--------|
| 1 | X3, X2, X1 ^a | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .928 ^a | .861 | .857 | 1.37407 | 2.002 |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 1124.440 | 3 | 374.813 | 198.517 | .000 ^a |
| | Residual | 181.254 | 96 | 1.888 | | |
| | Total | 1305.694 | 99 | | | |

a. Predictors: (Constant), X3, X2, X1

Coefficients^b

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.975 | .571 | | 3.460 | .001 | | |
| | X1 | .540 | .169 | .329 | 3.198 | .002 | .137 | 7.299 |
| | X2 | .570 | .119 | .355 | 4.767 | .000 | .260 | 3.840 |
| | X3 | .466 | .161 | .289 | 2.895 | .005 | .145 | 6.882 |

a. Dependent Variable: Y

Lampiran 6 (lanjutan)

Collinearity Diagnostics

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----|-----|-----|
| | | | | (Constant) | X1 | X2 | X3 |
| 1 | 1 | 3.939 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .044 | 9.462 | .99 | .02 | .03 | .02 |
| | 3 | .012 | 18.374 | .00 | .10 | .97 | .15 |
| | 4 | .005 | 27.607 | .00 | .88 | .01 | .83 |

a. Dependent Variable: Y

Residuals Statistics

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|---------|----------------|-----|
| Predicted Value | 6.3989 | 20.3467 | 15.4840 | 3.37016 | 100 |
| Residual | -3.24762 | 4.01585 | .00000 | 1.35309 | 100 |
| Std. Predicted Value | -2.696 | 1.443 | .000 | 1.000 | 100 |
| Std. Residual | -2.364 | 2.923 | .000 | .985 | 100 |

a. Dependent Variable: Y

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------------|-------------------|--------|
| 1 | X3, X2, X1 ^a | . | Enter |

a. All requested variables entered.

b. Dependent Variable: LnE2

Model Summary^a

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .179 ^a | .032 | .002 | 2.02645 |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Lampiran 6 (lanjutan)

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 13.088 | 3 | 4.363 | 1.062 | .369 ^a |
| | Residual | 394.226 | 96 | 4.107 | | |
| | Total | 407.314 | 99 | | | |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .814 | .842 | | .967 | .336 |
| | X1 | -.177 | .249 | -.193 | -.712 | .478 |
| | X2 | .041 | .176 | .046 | .234 | .815 |
| | X3 | -.023 | .237 | -.026 | -.098 | .922 |

a. Dependent Variable: LnE2

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|--------|----------------|-----|
| Predicted Value | -1.3293 | .4255 | -.5278 | .36360 | 100 |
| Residual | -9.10587 | 3.27415 | .00000 | 1.99551 | 100 |
| Std. Predicted Value | -2.205 | 2.622 | .000 | 1.000 | 100 |
| Std. Residual | -4.494 | 1.616 | .000 | .985 | 100 |

a. Dependent Variable: LnE2

Lampiran 7

Etnis Jawa

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|--------|
| 1 | X3, X2, X1 | . | Enter |

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .905 ^a | .819 | .814 | 1.56038 | 1.944 |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1 | Regression | 1059.029 | 3 | 353.010 | 144.985 | .000 ^a |
| | Residual | 233.740 | 96 | 2.435 | | |
| | Total | 1292.770 | 99 | | | |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Coefficients^b

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 1.861 | .674 | | 2.761 | .007 | | |
| | X1 | .348 | .145 | .205 | 2.389 | .019 | .257 | 3.898 |
| | X2 | .295 | .131 | .176 | 2.250 | .027 | .306 | 3.268 |
| | X3 | .904 | .138 | .574 | 6.563 | .000 | .246 | 4.059 |

a. Dependent Variable: Y

Lampiran 7 (lanjutan)

Collinearity Diagnostics^a

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----|-----|-----|
| | | | | (Constant) | X1 | X2 | X3 |
| 1 | 1 | 3.935 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .041 | 9.746 | .97 | .03 | .02 | .05 |
| | 3 | .013 | 17.413 | .01 | .18 | .97 | .19 |
| | 4 | .010 | 19.709 | .02 | .79 | .00 | .76 |

a. Dependent Variable: Y

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|---------|----------------|-----|
| Predicted Value | 6.5743 | 19.6059 | 15.0520 | 3.27067 | 100 |
| Residual | -3.59186 | 4.61523 | .00000 | 1.53656 | 100 |
| Std. Predicted Value | -2.592 | 1.392 | .000 | 1.000 | 100 |
| Std. Residual | -2.302 | 2.958 | .000 | .985 | 100 |

a. Dependent Variable: Y

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|-------------------|-------------------|--------|
| 1 | X3, X2, X1 | . | Enter |

a. All requested variables entered.

b. Dependent Variable: LnE2

Model Summary^a

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .230 ^a | .053 | .023 | 2.01187 |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Lampiran 7 (lanjutan)

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 21.718 | 3 | 7.239 | 1.789 | .155 ^a |
| | Residual | 388.570 | 96 | 4.048 | | |
| | Total | 410.288 | 99 | | | |

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.307 | .869 | | -1.504 | .136 |
| | X1 | .164 | .188 | .171 | .874 | .384 |
| | X2 | .279 | .169 | .296 | 1.650 | .102 |
| | X3 | -.314 | .178 | -.354 | -1.770 | .080 |

a. Dependent Variable: LnE2

Residuals Statistics^a

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|----------|---------|--------|----------------|-----|
| Predicted Value | -2.3139 | 1.1665 | -.2389 | .46837 | 100 |
| Residual | -6.62869 | 4.29462 | .00000 | 1.98115 | 100 |
| Std. Predicted Value | -4.430 | 3.001 | .000 | 1.000 | 100 |
| Std. Residual | -3.295 | 2.135 | .000 | .985 | 100 |

a. Dependent Variable: LnE2

Lampiran 8

Group Statistics

| | etnis | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------|-------|-----|---------|----------------|-----------------|
| familiarity | cina | 100 | 8.4536 | 2.21193 | .22119 |
| | jaw a | 100 | 8.4102 | 2.12805 | .21281 |
| storeimage | cina | 100 | 8.6196 | 2.26412 | .22641 |
| | jaw a | 100 | 8.5538 | 2.16418 | .21642 |
| priceconsciousness | cina | 100 | 8.6732 | 2.25369 | .22537 |
| | jaw a | 100 | 8.5700 | 2.29437 | .22944 |
| privatelabelperception | cina | 100 | 15.4840 | 3.63164 | .36316 |
| | jaw a | 100 | 15.0520 | 3.61362 | .36136 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|------------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| familiarity | Equal variances assumed | .111 | .740 | .141 | 198 | .888 | .04340 | .30694 | -.56189 | .64869 |
| | Equal variances not assumed | | | .141 | 197.705 | .888 | .04340 | .30694 | -.56190 | .64870 |
| storeimage | Equal variances assumed | .175 | .676 | .210 | 198 | .834 | .06580 | .31321 | -.55185 | .68345 |
| | Equal variances not assumed | | | .210 | 197.598 | .834 | .06580 | .31321 | -.55186 | .68346 |
| priceconsciousness | Equal variances assumed | .091 | .764 | .321 | 198 | .749 | .10320 | .32161 | -.53102 | .73742 |
| | Equal variances not assumed | | | .321 | 197.937 | .749 | .10320 | .32161 | -.53102 | .73742 |
| privatelabelperception | Equal variances assumed | .092 | .761 | .843 | 198 | .400 | .43200 | .51232 | -.57830 | 1.44230 |
| | Equal variances not assumed | | | .843 | 197.995 | .400 | .43200 | .51232 | -.57830 | 1.44230 |