INFLUENCE OF BRAND EQUITY AND PERCEIVED VALUE TOWARD REPURCHASED INTENTION: A SURVEY OF NORTH JAKARTA INHABITANTS WHO FLY WITH LION AIR

By

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A Skripsi presented to the
Faculty of Business President University
In partial fulfillment of the requirements for
Bachelor Degree in Economics Major in Management

January 2014
The Panel of Examiners declares that the skripsi entitled “Influence of Brand Equity and Perceived Value towards Repurchased Intention: a survey of North Jakarta inhabitants who fly with Lion Air” that was submitted by Ananta Haqa Maulana majoring in Management from the Faculty of Business was assessed and approved to have passed the Oral Examinations on February 25, 2014.

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RECOMMENDATION LETTER

This skripsi entitled “Influence of Brand Equity and Perceived Value towards Repurchased Intention: a survey of North Jakarta inhabitants who fly with Lion Air” prepared and submitted by Ananta Haqa Maulana in partial fulfillment of the requirement for the degree of Bachelor Degree in the Faculty of Business has been reviewed and found to have satisfied the requirements for a skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, Indonesia, February 25, 2014

Acknowledged by,          Recommended by,

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DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “Influence of Brand Equity and Perceived Value towards Repurchased Intention: a survey of North Jakarta inhabitants who fly with Lion Air” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, February 25, 2014

Ananta Haqa Maulana
ABSTRACT

The aim of this research is to find out whether brand equity (brand loyalty, perceived quality, brand awareness, brand association) and perceived value influence repurchases intention in Lion Air. This research also to find out which factor (brand loyalty, perceived quality, brand awareness, brand association) has the most influence on customer repurchase intention of Lion Air. A study location located in North Jakarta area with total of 275 respondents, which are customers of Lion Air. Using random sampling, the result of multiple regression in F-test found that brand equity and perceived value has influence in repurchased intention with the result of 56.851 with sig 0.000 < alpha 0.05 means there was significant influence between all independent variables (brand equity and perceived value) towards dependent variable (repurchased intention). In T-test found that there was significant influence between brand awareness and repurchased intention with T value result of 7.380 and significant T=0.000, there was also significant influence between brand association and repurchased intention with T value result of 3.700 and significant T=0.000, and also significant influence between perceived value and repurchased intention with T value result of 3.924 and significant T=0.000. No significant influence between brand loyalty and repurchased intention with T value result of -0.655 and significant T=0.513, and also no significant influence between perceived quality and repurchased intention with T value result of 0.549 and significant T=0.584. The findings of this research are brand associations, brand awareness and perceived value simultaneously has significant influence in repurchased intention of Lion Air in North Jakarta. On the other hand the brand loyalty and perceived quality has negative influence in repurchased intention of Lion Air in North Jakarta.

Keyword: Brand Equity, brand loyalty, brand awareness, brand associations, perceived quality, perceived value, and repurchased intention.
Acknowledgment

First of all, I would like to thank to my lord, Allah SWT, who gave me strength to finish this skripsi. I realize, without my Lord helping, I would not finish this thesis. Thanks to the guidance and mercy that You shows me.

Therefore, I would like to express my gratitude for them:

1. My family who always supports me.
2. Mr. Suresh Kumar, as my thesis advisor, thank you for always giving me your spare time to consult and giving support during the thesis documentation.
3. A bunch of thanks to my Annisa Qotrunnada for your big support, your love, patient, advises, and understanding when I was down and lazy in writing my thesis.
4. All of my friends in President University especially my housemate for the motivations, helps, and by being together with me during my university period.
5. To all parties that I cannot mention the names one by one, thank you very much for all your help.

I hope this thesis can be useful for President University and give inspiration for future development to the readers.

Cikarang, 25 February 2014

Ananta Haqa Maulan
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CHAPTER I

INTRODUCTION

1.1. Background of Study

To support the mobilization, communication, and information technology, transportation system is needed for a country. Transportation plays an important role in the development of a country, when a country has good transportation facilities then the country will grow as the existing transportation system. With a good transportation will increasing the mobility, communication, and information technology (Budiarti et al, 2013).

Indonesia is a maritime country. Indonesia is a country that has more than 17,000 islands and the fourth largest population in the world with a population more than 250 million people (Indonesia.go.id). With 5 main islands, consisting of Sumatra,
Java, Kalimantan, Sulawesi, and Papua, clearly, air transportation is needed to mobilize in Indonesia. Air transportation has more advantages, considering the more distance with shorter time than the other transportations.

The airline market in Indonesia is one of the fastest growing and the most competitive in the world (voaindonesia.com). The airline industry in Indonesia growth rapidly, so competitions between the airlines are very tight. Hence from promotion are given in order to get more passengers on the competition.

Many companies are trying to make every consumer satisfied. A satisfied is more likely to stay with the same company and involve in a positive word of mouth communication. However, before the company gets customer satisfaction, the company should give product or service according to customer want. Thus, if company can give good product or service in order to get satisfaction as customer expect so company will get benefit as expected (Wahyuningsih and Nurdin, 2010).

**Figure 1.1:** Lion Air Airlines Accidents

Source: The Globe Journal.com; Kompas.com; the Jakarta Post.com; and Tribune News.com
The globe journal reported at least there were 19 accidents from 2002 or 7 accidents last 4 years lately. In 2008 Lion Air had no accident, but the accident has started increasing from 2009 until 2013. Although Lion Air has made breaking records in buying new aircraft either by Boeing and Airbus, but the accidents are still occurred. This accident certainly makes passengers worry in using Lion Air as their Airlines.

Based on Figure 1.2, it shows lion air is leading the market. The increasing number of passengers rose significantly with the average 40.11% starting in 2008 to 2011. While in 2012 has decreased4.16% of passengers around 1 million, in fact in 2012 the numbers of airline passengers in Indonesia were increased up to 15%, 72.4 million people (metrotvnews.com). Based on director of air transportation ministry of Indonesia, Lion Air is still leading the flight market in Indonesia, decreasing number of passengers of Lion Air quite surprising when passengers always increased over previous years.

**Figure 1.2: Number of Passengers among airlines in Indonesia**

*Source: Kompas.com; Kontan.co.id; jaringnews.com; And Metro TV.com*
This thesis aims to find out what factors determine customers in Koja Area, North Jakarta repurchase intention of choosing Lion Air as their airlines.

1.2. Problem Identified

This thesis aims to find out factor influence determine customers repurchase intention of choosing Lion Air as their airlines. Business competition in low cost flight is increasing tightly in Indonesia. This can be seen from the growing number of Airlines Company in Indonesia that provides affordable ticket prices. Price wars conducted by the airline company resulting in decreasing quality of service to customers, even though customers get benefit with an affordable ticket price. This statement is supported by the trade Ministry of Indonesia in article in Bisnis.com (2013):

“Persainganyang ketat kerap berakibat pada penurunan kualitas pelayanan terhadap konsumen... keterlambatan jadwal penerbangan, kasus kehilangan dan kerusakan bagasi penumpang serta kerugian akibat maskapai mengalami pailit, pun sering dialami konsumen”.

The trade Ministry of Indonesia explained that Indonesian government opened the opportunity for development of the airlines company to serving domestic routes, but the tight competition among companies is inversely proportional to the service performed by the airlines company. It certainly will impact to customers, consumer they suffer losses due the service in giving airline under standards that the government expected.

1.3. Statement of Problems

Tight competition among Airlines Company will force every firm to survive with its own strategy. Hence price war has come to capture the market since customer’s choice of airline service mostly based on price but price alone can’t be the sole option, airline companies have to increase their service, brand awareness, brand association, and brand loyalty for their sustainable in the future. Thus, the
following problem statements are used to guide this research work and are formulated in question:

1. Do brand equity (brand loyalty, perceived quality, Brand awareness, brand association) influence on perceived value of Lion Air service products?
2. Do brand equity (brand loyalty, perceived quality, Brand awareness, brand association) and perceived value influence on Repurchased Intention of Lion Air service products?
3. What is the most influence factor of customer repurchase intention of Lion Air service products?

1.4. Research Objectives

As previously mentioned, the purpose of the research is to understand the dominant factors of brand equity affected repurchase intention in Koja, North Jakarta. More specifically, the main objectives of the research are:

1. To find out whether brand equity (brand loyalty, perceived quality, Brand awareness, brand association) and perceived value influence repurchases intention in Lion Air.
2. To find out which factor (brand loyalty, perceived quality, Brand awareness, brand association) has the most influence on customer repurchase of Lion Air.

1.5. Significant of Study

There are several objectives that the researcher wants to achieve upon completion of this research expected not only for the requirements for the researcher to graduate from University but also for the academy and other interested parties. This research is expected to be as below:

1) Lion Air and other Airlines company in generally

   The researcher is expected to help airlines industry examine the customer satisfaction that is most effective for the firm.
2) To the researcher and other students
The researcher is expected to help students gain more insight knowledge on customer satisfaction in airlines industry.

3) To the University
The researcher is expected to help next batch students who are willing to understand more about Lion Air customer trust and satisfaction in airlines industry and it is also increase number of references in President University’s library.

1.6. Scope and Limitation of Study

There are several limitations of the researcher could not do the further research and will it also limit the scope of the research:

1) The focus of the research will be on the indicators purposed by Aaker (1991)
2) The respondents will be the people live in Koja, North Jakarta and who have used Lion Air as their transportation to travel more than once.

1.7. Definition of Term

*Brand equity* is the power of a brand lies in the minds of existing or potential customers and what customers have experienced directly and indirectly about the brand.

*Brand loyalty* is a measure of the attachment that a customer has to a brand. It is one of the indicators of brand equity, which is demonstrably linked to future profits, since brand loyalty directly translates into future sales.

*Brand awareness* is the ability of potential buyers to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved.

*Brand association* is anything linked in memory to a brand.
**Perceived quality** is the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.

**Perceived value** is what customer believes the product is worth. This perception is formed by the opinions of the market and by the benefits that the customer expects to receive.

**Repurchase intention** is individual judgments about buying again a designated service from the same company, taking into account his or her situation and likely circumstances.
CHAPTER II
LITERATURE REVIEW

2.1. Theoretical Review

2.1.1. Brand Equity

Aaker (1991) defined brand equity as “a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm’s customers”. Point out that value equity taps into a customer’s head, while brand equity addresses what lies in a customer’s heart and soul. In addition, Aaker groups ten sets of measurement brand equity into five categories. The four categories represent customer perceptions and the last expressed the information obtained from the market segments (Bongran, 2004).

According to Kotler and Keller (2009) brand equity is “the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands for the firm”. Both are main brand equity conceptualization defined brand equity based on perspective of the customer views. Its shows brand equity important in customer mind.

Aaker identified the conceptual dimensions of brand equity as brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks and channel relationships. The four dimensions of brand equity represent consumer perceptions and reactions to the brand, while proprietary brand assets are not pertinent to consumer-based equity. Keller looked at consumers based brand equity strictly from a consumer psychology perspective and defined it as “the differential effect of brand knowledge on consumer response to the marketing of the brand (cited in Christodoulides and Chernatony, 2009)
Additionally, Aaker and Keller (cited in Krishnan and Hartline, 2001) brand equity is important due to the quality-laden informational content that it provides when consumers process information about a particular product. The brand becomes an important tool for the marketer as the consumer uses it as a cue to infer certain product attributes, like quality.

While it has been pointed out by Aaker (1991), brand awareness, brand loyalty, perceived quality, and brand associations as 4 components of brand equity.

2.1.1.1. **Brand Awareness**

Awareness is when in the consumer’s mind refers to the strength of brand’s presence. When consumers remember brand, ranging from recognition to recall to top of mind to dominant then awareness measured in different ways (Aaker, 1991). Bojei and Wong (2012) confirmed brand awareness is the ability of consumers to recall and recognize the brand. For new or niche brands, recognition can be important. Well-known brands recall and top of mind are more sensitive and meaningful. Aaker conceptualizes brand awareness must precede brand association (Fayrene and Chai, 2011)

Doyle and Stern (2006) explained communications effects have tended to be judged on intermediate variables. These are variables such as brand awareness or attitudes to the company, which are more directly associated with the communications message and that ultimately, should lead to sales increases. Brand awareness is a component of the brand that can add to its value. The value is based on how easy the brand comes to a customer’s mind, the higher the level of brand awareness, the higher the likelihood to make a purchase decision in favor of that particular brand. Top of the mind awareness is the level that is the most desirable and is attributable to the brand that first comes to mind when a customer is presented with a certain product group (Hermansson, Larsson, and Josephine, 2005).
2.1.1.1. Relationship between Brand Awareness and Repurchased Intention

Based on previous research conducted by Bojei and Wong (2012), Brand Awareness has positive relationship toward Repurchased intention of Smartphone.

2.1.1.2. Brand Loyalty

Aaker (1991) stated brand loyalty is a key consideration when placing a value on a brand that is to be bought or sold, because a highly loyal customer base can be expected to generate a very predictable sale and profit stream. There are two reasons why brand loyalty is appropriate and useful. First, brand value to a firm is largely created by the customer loyalty it commands. Secondly, brand loyalty is an asset encourages and justifies loyalty-building program, which help create and enhance brand equity. Additionally, Aaker and Keller as cited in Chieng and Goi (2011) loyalty is a core dimension of brand equity brand loyalty as the attachment that a customer has to a brand. Behavior loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases.

Doyle and Stern (2006) explained besides offering good product, direct relationship marketing’ to forge a close, direct relationship with its customers, and offers them some of the best back-up services in the industry, all of which are designed to build brand loyalty.

2.1.1.2.1. Relationship between Brand Loyalty and Repurchased Intention

As in previous research conducted by Bongran (2004) stated Brand Loyalty has positive relationship to perceived value and revisit intention in US mid-priced hotel segment.

2.1.1.3. Perceived Quality

Based on Aaker stated by Yaqian (2011), perceived quality is a perception by customers and is one of the most important components of brand equity. Since the quality level is associated with a brand, their perception will be involved in their decision making process. Additionally, Zeithaml as cited in Jamil and Wong
(2012), perceived quality is the customer’s subjective judgment about a product’s overall excellence related to the brand, consumers recognize the differentiation and superiority of the brand.

2.1.1.3.1. **Relationship between Perceived Quality and Repurchased Intention**

Yaqian (2010) found in his research, Perceived Quality has positive effect both on the Perceived Value and on the hotel Revisit Intentions.

2.1.1.4. **Brand Association**

The strength of functional and experimental attributes perceived by user is definition of brand association (Bojei and Wong, 2012). Based on Aaker stated by Bojei and Wong (2012), the combination of tangible and intangible attributes creates a brand identity, that is “a unique set of brand associations that the brand strategies aspires to create or maintain,” which drives brand associations. Aaker stated by Fayrene and Goi (2011), a brand association is the most accepted aspect of brand loyalty. Brand association consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Fayrene and Chai, 2011).

Doyle and Stern (2006) explained since satisfaction experience in use is the major way in which brand values are acquired, having a quality product is the foundation upon which all other brand associations are built. The firm needs to communicate the value of the brand and then reinforce brand associations to start the wheel of usage experience and keep it turning.

2.1.1.4.1. **Relationship between Brand Association and Repurchased Intention**

Bojei and Wong (2012) in “Brand Equity and Current use as The New Horizon for Repurchase Intention of Smartphone” found that brand association has positive influence to Repurchased Intention.
2.1.2. **Perceived Value**

Kotler and Keller (2009) stated customer perceived value is different with prospective customer’s evaluation of all the benefits and all the costs of an offering and the perceived alternatives. Consumers are more educated and informed than ever, and consumers have the tools to verify companies’ claim and seek out superior alternatives. Customer-perceived value “the customer’s evaluation of the difference between all the benefits and all the costs of a market offering relative to those of competing offers. Importantly, customers often do not judge values and cost “accurately” or “objectively.” They act on perceived value” (Kotler and Armstrong, 2012).

Doyle and Stern (2006) explained customers buy from those competitors that they perceive as offering the best value. Perceived value consists of three elements: the perceived benefits offered by the company’s brand; its price; and the other cost of owning it. There are number of research methods to determine the perceived value of a brand. According to Fayrene and Goi (2011) value appeared in several brand equity models, perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it.

**2.1.2.1. Relationship between Perceived Value and Repurchased Intention**

Johanna (2006) found in her research, perceived value has positive influence to repurchased intention, Mandala Air has made customers want to use their service in next journey.

**2.1.3. Repurchased Intention**

According to Hellier (cited in Wahyuningsih and Nurdin, 2010), repurchased intentions are defined as individual’s judgments about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. From this definition, it is clearly that repurchase behavior occurs when customers are purchasing the products or service for second times or more with the same company. However, repurchase behavior is
triggered by customer satisfaction based by customer satisfaction and experience of the products or services.

Theory suggests that increasing customer retention is a key act of the ability of company to generate profits. This is because the longer customer stays with the same company, the more products or services they buy from company. To retain customers, a company needs to improve its service quality, which in turn leads to high service value. Thus, it is noticed that consumers are more likely to purchase again with the same company if they think that the products or services that they purchased was worth what they have given up (Wahyuningsih and Nurdin, 2010).

2.2. Previous Research

The researcher found that there is several researches have been done on repurchase intention from both local and foreign researchers. The previously done researches vary from examining repurchase intention to all components involved.

Below is presented the summary of researches that have been previously done.

<table>
<thead>
<tr>
<th>No</th>
<th>Name of the Researcher(s)</th>
<th>Title</th>
<th>Observed Variable(s)</th>
<th>Analytical tool(s)</th>
<th>Result</th>
</tr>
</thead>
</table>
| 1  | Bongran Jin Sun (2004)   | Brand equity, perceived value and revisit intention in the US mid-priced hotel segment | • Brand Equity  
  • Perceived Value  
  • Revisit Intention  
  • Word of Mouth | Structural Equation Modeling (SEM) | Positive relationship between brand loyalty, perceived value and revisit intentions |
| 2  | Jamil Bojei and Wong Chee Hoo (2012) | Brand Equity and current use as the new horizon for | • Brand Equity  
  • Current Use  
  • Repurchase | Correlation Analysis | All variables has positive influence to repurchase |
<table>
<thead>
<tr>
<th></th>
<th>Repurchase Intention of Smart Phone</th>
<th>Intention</th>
<th>Intentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Yaqian Zhou (2010)</td>
<td>The Impact of Customer-Based Brand Equity on Revisit Intention: An Empirical Study of Business and Leisure Travelers at Five Shanghai Budget Hotels</td>
<td>Brand Equity, Revisit Intention</td>
</tr>
</tbody>
</table>

2.3. Theoretical Framework

To find out the answer of problems that occur in the research, the researcher used several theories that will support the analysis. Aaker (as cited in Bongran, 2004), Aaker explains repurchased intention affected by several dimensions of brand
equity and perceived value. The dimensions of brand equity are brand loyalty, brand awareness, brand association, and perceived quality. The four components of brand equity affect customer value, and finally marketing result, which is revisiting intent adding value to the firm as a behavioral brand loyalty.

**Figure 2.2.: Theoretical Framework**

![Diagram showing the theoretical framework with hypotheses]

**Source:** Bongran Jin Sun (2004)

### 2.4. Hypothesis

Based on identified problem and theoretical framework, the hypothesis in this research was:

H1: Brand Loyalty has significant influence on Perceived Value

H2: Perceived Quality has significant influence on Perceived Value

H3: Brand Awareness has significant influence on Perceived Value

H4: Brand Association has significant influence on Perceived Value

H5: Brand Loyalty has significant influence on Repurchase Intention

H6: Perceived Quality has significant influence on Repurchased Intention

H7: Brand Awareness has significant influence on Repurchased Intention

H8: Brand Association has significant influence on Repurchased Intention

H9: Perceived Value has significant influence on Repurchased Intention
CHAPTER III

METHODOLOGY

3.1 Research Methodology

In this research, the researcher used descriptive studies by quantitative approach and by analyzing the data collected with multiple regressions to get the answer of the problems. According to Ross, quantitative research was research that uses number to prove or disprove notion or hypothesis. The main concerns of the quantitative paradigm are the measurement is reliable, valid and generalizable in it is clear prediction of cause and effect (cited in Lind, Marchal, and Wathen, 2010).

Ross stated as cited in management study program thesis guideline (2009), “Quantitative research used data that were structured in the form of numbers or that can be immediately transported into numbers”. Quantitative research involved analytical of numerical data. The aim was to classify features, count them, and construct statistical models in an attempt to explain what was observed. Using quantitative research method the data can be easily converted into number and analyze through mathematical expression.

In order to test the hypotheses, the method used is multiple regression analysis. Multiple regression models are widely used applied statistical techniques. Multiple regression analysis is chosen because there are five independent variables of brand loyalty, brand awareness, brand association, perceived quality, and perceived value; and one dependent variables of Repurchased Intention, Repurchased intention customers of Lion Air in Koja, North Jakarta. By using regression analysis, the researchers were able to understand the relationship between dependent and independent variables. The working of the research was started with the questionnaire. The tools to analyze are using SPSS application to make fast and accurate calculation and Microsoft Excel to make possible charts.
3.2 Method of Data Collection

To produce accurate, valid and objective data for this study, researcher needs to do appropriate data collection. The two methods done in this research for data collection are; primary and secondary data, which will be elaborated next.

3.2.1 Primary Data

Primary data is defined as data that researcher collect to analyze problem at hand of the research question. In this study, primary data is collected by the means of survey questionnaire. The collected data is then further using SPSS (Statistical Products and Solution Services).

Survey is defined as a structured questionnaire given to a sample of population and designed to specific information from respondent (Malhotra and Pearson, 2002).

Hence, the questionnaires are done in such a way of a likert scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The questions set in the questionnaire are set in likert scale like the figure below

<table>
<thead>
<tr>
<th>No</th>
<th>Questions</th>
<th>Strongly Disagree 1 – 2 – 3 – 4 – 5 Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1 - 2 - 3 - 4 - 5</td>
</tr>
</tbody>
</table>

Source: Sugiyono(2011)

SPSS is an acronym for Statistical Products and Solution Services is a computer program used for survey authoring and deployment, data mining, text analytics,
statistical analysis, and collaboration and deployment (batch and automated scoring services).

3.2.2 Secondary Data

Secondary data defined as data that already collected to address a problem. Secondary research is required in the preliminary stages of research to determine what is known and what new data are required.

The purpose of the collected literature review from sources such as books, thesis examples, journals and literature from the library is to create an analytical thinking and support any descriptions in research background.

Any important data, which is related to the research, that supports the researcher in the research background, which found from various reports, past research material publisher or from the Internet.

3.3 Populations and Sample Technique Collection

The population of the research will be taken from people who have been used Lion Airlines at least more than one time in Koja, North Jakarta. The sample will selected by random sampling from population. In this research prefers using margin error 0.05 (5%). It’s meaning the level of error is 5% and the research has 95% confidence level.

Based on Sugiyono (2011), when population is big and it is not possible to study an entire population, the researcher may take smaller sample as long as the sample representative the population.

3.3.1 Sampling Technique Applied

Sample is the part of the population that we actually examine in order to gather information. So we can apply concept to this research. The researcher uses random sampling method for the research to gather the data from the respondent. The amount data taken is targeted to have confidence level of 95%, and margin error of 5%
The respondents are:

1. Customer who used Lion Air as their low cost carrier more than once
2. Customer already have own salary
3. Male and Female

### 3.3.2 Sample Size

Customers of Lion Air in Lagoa, North Jakarta is unidentified, so researcher decided the size of population in this research to be unknown. To decide numbers of sample used in this research, researcher used theory develop by Herrington (1975). He states that there are four rules to decide the number of sample:

1. The sample size more than 30 and less than 500 are appropriate for a lot of research.
2. If sample are divided into several categories (men/women, senior/junior, etc.) the sample size minimum 30 for each category.
3. In Multivariate research (include multiple regression analysis), the sample size will be better if 10 times or more much bigger than the variables on the research.
4. For simple experimental research with tight experiment control (match pairs, etc.) the successful research may use small sample size between 10 until 20.

According to Santoso (2010) minimum sample to be used in factor analysis is 50, and based on Herrington’s theory that in multivariate research the sample size will be better if 10 times the variables. Researcher used 240 variables in this research, and researcher used 275 respondents, which mean so much bigger than minimum respondents based on Herrington’s theory.

### 3.4 Testing Instrument

In order to test the questionnaire, the writer conducted validity test and reliability test.
3.4.1 Factor Analysis

The purpose of factor analysis is to discover simple patterns in the pattern of relationships among the variables.

There are two types of variables in factor analysis, Manifest variables is a variable that is directly observable or measurable, and Latent variable is variable that are not directly observed but are rather inferred (through a mathematical model) from other variables that observed and directly measured.

Manifest variables will construct latent variable that will be the statement for explaining each factor. This latent variable cannot explain all the variance in its manifest variable. A part that can be explained by latent variable considered as an error.

There are some steps in computing factor analysis, which are:

1) Preparing data
   This matrix comes from the questionnaire result that has been conducted. The format of this data is amount of respondent in column area, and variable in row area.

2) Creating correlation matrix
   The main purpose of creating this matrix is finding the relationship degree between variables. This degree will be used for further process in factor analysis. High correlation value is needed in order to get good factor analysis. High correlation value refers to correlation value which is its determinant value is closer to 0.

The correlation matrix that has been created must be tested, whether it is identity matrix or not. Identity matrix happened when the relationship between variable is zero. This kind of matrix is not suitable to be processed by using factor analysis that is why limitation is important to identify the matrix. In Bartlett test of sphericity, significant value of for identifying matrix is less than 0.001. If the matrix is identity matrix, so we
cannot use it in the further step in factor analysis. Bartlet test of Sphericity is the formula that will be used in testing of matrix identity. Kaise-Meyer-Olkin (KMO) is used in testing the suitability of factor analysis towards sampling design. There are some measurements in KMO, which is high values (closer to 1.0) generally indicate that a factor analysis may be useful with the data. If the value is less than 0.50, the result of the factor analysis probably won’t be useful.

3) Extracting factor

Loading factor shows the contribution proportion on latent variables, which according to statistic significance of the coefficient correlation loading. Coefficient correlation is the size used to determine the degree of correlation. Variable that has higher loading shows that the influence is bigger on the latent variables. Relying on that loading factor value, the manifest variables grouping can be performed. Variable that has lower than 0.6 loading factor value will not be considered in the latent variable.

4) Rotated Varimax

This rotation shows the maximal value and manifest variable contribution to latent variable.

3.4.2 Reliability

Reliability is a characteristic of measurement concerned with the accuracy, precision, and the consistency; a necessary but not sufficient condition for validity (if the measure is not reliable, it cannot be valid). Therefore in this study, the researcher seeks the validity firstly then the reliability test comes next. The method that is used for measuring a reliability of an instrument is a Cronbach Alpha coefficient formula with the formula as follow:

\[ a = \frac{k \cdot r}{1 + (k - 1)r} \]
Where:

\[ \alpha : \text{instrument reliability’s coefficient} \]

\[ r : \text{mean correlation coefficient between variables} \]

\[ k : \text{number of manifest variables that form the latent variables} \]

The reliability coefficient value from the measurement tools values from 0 to 1. The value which is close to 1 explains the reliability is better and the other side if the value is closer to 0 the reliability of its instrument used can be less (Revelle, W. and McDonald. R, 2006).

**Table 3.2 Table of internal consistency of Cronbach Alpha**

<table>
<thead>
<tr>
<th>Cronbach’s alpha internal consistency</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>( \alpha \geq .9 )</td>
<td>Excellent</td>
</tr>
<tr>
<td>( .9 &gt; \alpha \geq .8 )</td>
<td>Good</td>
</tr>
<tr>
<td>( .8 &gt; \alpha \geq .7 )</td>
<td>Acceptable</td>
</tr>
<tr>
<td>( .7 &gt; \alpha \geq .6 )</td>
<td>Questionable</td>
</tr>
<tr>
<td>( .6 &gt; \alpha \geq .5 )</td>
<td>Poor</td>
</tr>
<tr>
<td>( .5 &gt; \alpha )</td>
<td>Unacceptable</td>
</tr>
</tbody>
</table>

*Source: Huber, Peter. J. (2004)*

### 3.5 Testing Hypothesis

Multiple Regressions is a statistical tool to develop a self-weighing estimating equation that predicts values for dependent variable from the values of independent variable (Malhotra and Pearson, 2002). The researcher uses multiple regression analysis as the function to examine the effect of independent variable (brand loyalty, brand awareness, brand association, perceived quality, and perceived value) on dependent variable (repurchase intention).

The format of the equation is given below:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \]
Where:

\[ Y = \text{Dimension score repurchase intention} \]
\[ a = \text{Constant} \]
\[ b1 \ldots b5 = \text{Regression Coefficient} \]
\[ X1 = \text{Dimension score of Brand Loyalty} \]
\[ X2 = \text{Dimension score of Brand Awareness} \]
\[ X3 = \text{Dimension score of Brand Association} \]
\[ X4 = \text{Dimension score of Perceived Quality} \]
\[ X5 = \text{Dimension score of Perceived Value} \]

In Multiple Regression analysis there are 3-assumption test, normality test, multicolinearity test, and heteroscedasticity test (Sugiyono, 2011).

3.5.1 Normality Test

Normality test indicates that variables of interest have a normal distribution. There are some ways to test the normality of the distribution. However, in this study, the researcher decided to use Graphic method. The researcher would base on the output of SPSS to analyze for accurate results.

3.5.2 Multicolinearity Test

Multicolinearity test is when more than two independent variables are highly correlated (Malhotra and Pearson, 2002). To help detect multicollinearity, variance inflation factor (VIF) is used to measure. Formally, VIF measure how much the variance of the estimated coefficients is increased over the case of no correlation among the X variables. It has been shown that the variance inflation factor for the k\textsuperscript{th} predictor is:

\[ VIF^k = \frac{1}{1 - R_k^2} \]
\[ R^2 = \frac{SSR}{SST} \]

Where:

\( R^2_k \) = the \( R^2 \) value obtained by regressing the \( k^{th} \) predictor on the remaining predictor.

SSR = Regression sum of squares

SST = Total sum of squares

According to Render, Stair and Hanna (2006), a variable has high multicollinearity if it has VIF more than 10 or it has tolerance tend to approach 0. If there are two or more variables that have VIF around or greater than 10, one of these variables must be removed from the regression model.

### 3.5.3 Heteroscedasticity Test

The possible existence of heteroscedasticity is a major concern in the application of regression analysis, including the analysis of variance, because the presence of heteroscedasticity can invalidate statistical tests of significance that assume the effect and residual (error) variances are uncorrelated and normally distributed. A good regression model if there are no homoscedasticity and heterosdasticity exist (Lawrence, Glenn, and Guarino, 2005).

### 3.5.4 F-test

F-test determines whether there is or not relationship between set of independent variables and dependent variable. In testing the value of \( \alpha \), F-test is conducted. If significance level of the F-test is low (significance level \( \alpha \) used is 0.05), \( H_0 \) is rejected and concluded there is a linear relationship (Lind, Marchal and Wathen, 2010). F-test and significance of F-value, for this test, if the F-value is significant, this means that a significant difference between the groups on this variable is found.
$H_0: \beta_1 = \beta_2 = 0$, if significant $F > 0.05$, accept $H_0$

$H_a$: at least there is one $\beta \neq 0$, if significant $F < 0.05$, reject $H_0$

$$F = \frac{[R^2 / k]}{[(1 - R^2) / (n - k - 1)]}$$

Where:

- $F$ = statistic test for f distribution
- $R^2$ = coefficient of determination
- $k$ = number of independent variables in the model
- $n$ = number of sample

### 3.5.5 T-test

The T-test is applied to determine the partial influence between each independent variable (coefficient) and the dependent variable. If the significance level of T-test is low (significance level $\alpha$ used is 0.05), $H_0$ is rejected and concluded there is a linear relationship (Lind, Marchal&Wathen, 2010).

$H_0: \beta_1 = 0$, if significant $T > 0.05$, accept $H_0$

$H_a: \beta_1 \neq 0$, if significant $T < 0.05$, reject $H_0$

A T-test formula below will be used to calculate:

$$t = \frac{b_j - \beta_j}{S_{b_j}}$$

Where:

- $t$ = statistic test for t-distribution
- $b_j$ = sample slope
- $\beta_j$ = slope of the population
\textit{S_{ij}} = \text{standard error of the slope}

However, researcher is keen to utilize the SPSS 20 as it is the primary data tool to find and analyze the accurate results.
CHAPTER IV
ANALYSIS AND INTERPRETATION

4.1. Company Profile

Lion Air took the skies from Indonesia in 2000 with one aircraft in its fleet. Within eight years of operation, Lion Air now flies to more than 36 cities in Indonesia and many other destinations such as Singapore, Malaysia, and Vietnam on a fleet of brand new Boeing 737-900ER. As the largest private carrier in Indonesia, it offers passengers not only affordable airfares in the market, but safe, comfortable, reliable, and convenient air travel and empowering Lion Air creating opportunities for new travelers budget-conscious customers to fly more often by making travel affordable with its consistent low fares. Stringent cost controls through our operations so that we can keep our fares consistently low for travelers. Maximizing the number of sectors served by our aircraft per day efficient air traffic planning (Lionair.com).

Lion Air’s promises to utilize our ingenuity and innovation to provide passengers’ real cost savings in air travel not just through the provision of low airfares, but through a comprehensive range of Lion Air’s value-added service.

4.1.1. Company’s Mission

Consistent service delivery, safety, and security are the foundation blocks of everything at Lion Air

4.1.2. Milestones

Since taking off in 2000, Lion Air has taken numerous significant steps forward in bringing airfares to more passengers in Asia. Journey through our milestones and discover all the high of Indonesia’s low cost carrier.
1. Lion was the inaugural Chairman of the Asia Pacific Regional Aviation (ARA) International Conference held in Singapore on 19 November 2003. Demonstrating the airline’s success of a low-cost carrier, Lion Air became the example for the trend of low-cost carrier in the International Industry. The airline was also regarded as a phenomenal low-cost carrier in Indonesia.

2. Lion Air garnered the ‘Best Brand Award 2004’ from SWA, a marketing magazine published in Indonesia. The results were tabulated from Marketing Research Specialist (MARS) based on a survey of 6,000 people in 5 major cities of Indonesia. Lion Air gained a 33.6% index with the potency of a brand name to increase the number of passenger in the future.

3. Lion Air was named the official airline for ‘Miss Universe’ and ‘Puteri Indonesia 2004’.

4. Lion Air leased its aircraft and sent its crew and technicians to Myanmar to help establish Myanmar Airlines.

5. Lion Air was assigned as the official airline for ‘Miss Asean 2005’.

6. Lion Air is the launch customer of the Boeing 737-900ER and the largest operator of Boeing 737-900ER, the newest member of Boeing’s Next-Generation 737 airplane family.

4.2. Data Analysis

4.2.1. Respondent Profile

Total respondents were given the questionnaire is 275 respondents from various backgrounds. There are from same area in Koja, North Jakarta. The respondents have answered their general information at the beginning of the questionnaire.

4.2.1.1. Distribution of Gender

Total of respondent are 275 participants, the majority of them were male with 65% of total respondents, which is 178 participants, while 35% or 97 females were participated in this research as shown in Figure 4.1.
4.2.1.2. Distribution of Age

Figure 4.2 shows the percentage for respondents’ age. Majority respondent were 62% between 20 – 30 years old, while 26% respondents between 31 – 40 years old. And last 12% others respondents between 41 – 50 years old.
4.2.1.3. Distribution of Occupation

Figure 4.3 shows 89% respondents occupation were private employee, while 9% work for Government and 2% respondents were entrepreneur.

Figure 4.3 Respondent Characteristic by Occupation

Source: Primary data – constructed by researcher

4.2.1.4. Distribution of Monthly Expenditure

Figure 4.4 shows 75% respondents’ monthly expenditure were between Rp. 10.000.001 – Rp. 15.000.000, while 15% of respondents has monthly expenses between Rp. 15.000.001 – Rp. 20.000.000, and 10% of respondents above Rp. 20.000.000.

Figure 4.4 Respondent Characteristics by Monthly Expenditure

Source: Primary data – constructed by researcher
4.2.1.5. Distribution of Education Title

From Figure 4.5 shows 54% respondents were Bachelor Degree, 30% respondents were Diploma, 15% respondents were Senior High School, and 1% respondents were Master Degree.

Figure 4.5 Respondent Characteristics by Education Title

Source: Primary data – constructed by researcher

4.2.2. Factor Analysis

Before the multiple regression data, the data should be process by validity test. This testing will evaluate whether the measurement can measure the data. If questionnaire is used in collecting data, the questionnaire has able to measure what it wants to be measured. In factor analysis, several steps were taken repeatedly until the researcher gets the actual factors as well as the component that can be processed further. Factors were eliminated during this validity test by using factor analysis.
1. Output KMO and Bartlett’s Test

Table 4.1 shows the first KMO and Bartlett’s test is 0.907. Kaiser stated if values greater than 0.5 is acceptable (1974). Table below shows value greater than 0.5 so it can be approved and adjusted.

**Table 4.1 First KMO and Bartlett’s Test**

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
<td>.907</td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>8514.437</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>Df</td>
<td>253</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

Therefore, table 4.2 shows the KMO and Bartlett’s test final process, the value is 0.876. According to Kaiser (1974) it still acceptable because it is still greater than 0.5.

**Table 4.2 Final KMO and Bartlett’s Test**

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
<td>.876</td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>5273.118</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>153</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

2. Output Communalities

Estimation of variance in each variable accounted for by all components or factor is Initial Communalities. In the other side, Factor Loading (Extraction Communalities) indicates the proportion of each variable’s variance that can be explained by the principal components.
Table 4.3 shows first communalities result and it shows variables not make a group correctly. Variables with higher values are well represented in the common factor space, while variable with low values are not well represented.

Table 4.3 First Factor Loading Result

<table>
<thead>
<tr>
<th>Variables</th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>X5-2</td>
<td>1.000</td>
<td>.782</td>
</tr>
<tr>
<td>X5-4</td>
<td>1.000</td>
<td>.689</td>
</tr>
<tr>
<td>X5-5</td>
<td>1.000</td>
<td>.665</td>
</tr>
<tr>
<td>X1-4</td>
<td>1.000</td>
<td>.696</td>
</tr>
<tr>
<td>X1-5</td>
<td>1.000</td>
<td>.852</td>
</tr>
<tr>
<td>X2-1</td>
<td>1.000</td>
<td>.874</td>
</tr>
<tr>
<td>X2-2</td>
<td>1.000</td>
<td>.879</td>
</tr>
<tr>
<td>X2-3</td>
<td>1.000</td>
<td>.811</td>
</tr>
<tr>
<td>X2-4</td>
<td>1.000</td>
<td>.839</td>
</tr>
<tr>
<td>X2-5</td>
<td>1.000</td>
<td>.753</td>
</tr>
<tr>
<td>X2-6</td>
<td>1.000</td>
<td>.718</td>
</tr>
<tr>
<td>X3-1</td>
<td>1.000</td>
<td>.726</td>
</tr>
<tr>
<td>X3-2</td>
<td>1.000</td>
<td>.902</td>
</tr>
<tr>
<td>X3-3</td>
<td>1.000</td>
<td>.708</td>
</tr>
<tr>
<td>X3-4</td>
<td>1.000</td>
<td>.872</td>
</tr>
<tr>
<td>X3-5</td>
<td>1.000</td>
<td>.518</td>
</tr>
<tr>
<td>X3-6</td>
<td>1.000</td>
<td>.605</td>
</tr>
<tr>
<td>X3-8</td>
<td>1.000</td>
<td>.855</td>
</tr>
<tr>
<td>X4-1</td>
<td>1.000</td>
<td>.900</td>
</tr>
<tr>
<td>X4-2</td>
<td>1.000</td>
<td>.820</td>
</tr>
<tr>
<td>X4-3</td>
<td>1.000</td>
<td>.909</td>
</tr>
<tr>
<td>X4-4</td>
<td>1.000</td>
<td>.754</td>
</tr>
<tr>
<td>X4-5</td>
<td>1.000</td>
<td>.800</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Source: SPSS 20

Table 4.4 shows communalities result after some adjustment, factors make a group correctly after adjustment. The entire factor loadings are above 0.5.
Table 4.4 Final Factor Loading Result

<table>
<thead>
<tr>
<th></th>
<th>Initial</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2-1</td>
<td>1.000</td>
<td>.867</td>
</tr>
<tr>
<td>X2-2</td>
<td>1.000</td>
<td>.890</td>
</tr>
<tr>
<td>X2-3</td>
<td>1.000</td>
<td>.838</td>
</tr>
<tr>
<td>X2-4</td>
<td>1.000</td>
<td>.859</td>
</tr>
<tr>
<td>X2-5</td>
<td>1.000</td>
<td>.773</td>
</tr>
<tr>
<td>X3-2</td>
<td>1.000</td>
<td>.908</td>
</tr>
<tr>
<td>X3-3</td>
<td>1.000</td>
<td>.731</td>
</tr>
<tr>
<td>X3-4</td>
<td>1.000</td>
<td>.918</td>
</tr>
<tr>
<td>X3-5</td>
<td>1.000</td>
<td>.587</td>
</tr>
<tr>
<td>X3-6</td>
<td>1.000</td>
<td>.775</td>
</tr>
<tr>
<td>X3-8</td>
<td>1.000</td>
<td>.793</td>
</tr>
<tr>
<td>X4-1</td>
<td>1.000</td>
<td>.875</td>
</tr>
<tr>
<td>X4-3</td>
<td>1.000</td>
<td>.932</td>
</tr>
<tr>
<td>X4-5</td>
<td>1.000</td>
<td>.836</td>
</tr>
<tr>
<td>X1-1</td>
<td>1.000</td>
<td>.552</td>
</tr>
<tr>
<td>X1-2</td>
<td>1.000</td>
<td>.728</td>
</tr>
<tr>
<td>X1-3</td>
<td>1.000</td>
<td>.708</td>
</tr>
<tr>
<td>X3-7</td>
<td>1.000</td>
<td>.706</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

*Source: SPSS 20*

3. Output Total Variance Explained

Table 4.5 shows the determined value can be seen in Rotation Sums of Squared Loading columns, specifically in the bottom of the cumulative percentage column in which the value is 79.321 and are acceptable since the value has to be greater than 60.
Table 4.5 Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>8.595</td>
<td>47.752</td>
</tr>
<tr>
<td>2</td>
<td>2.606</td>
<td>14.477</td>
</tr>
<tr>
<td>3</td>
<td>1.787</td>
<td>9.928</td>
</tr>
<tr>
<td>4</td>
<td>1.290</td>
<td>7.164</td>
</tr>
<tr>
<td>5</td>
<td>.747</td>
<td>4.151</td>
</tr>
<tr>
<td>6</td>
<td>.625</td>
<td>3.472</td>
</tr>
<tr>
<td>7</td>
<td>.515</td>
<td>2.860</td>
</tr>
<tr>
<td>8</td>
<td>.350</td>
<td>1.947</td>
</tr>
<tr>
<td>9</td>
<td>.334</td>
<td>1.857</td>
</tr>
<tr>
<td>10</td>
<td>.287</td>
<td>1.595</td>
</tr>
<tr>
<td>11</td>
<td>.179</td>
<td>.993</td>
</tr>
<tr>
<td>12</td>
<td>.152</td>
<td>.843</td>
</tr>
<tr>
<td>13</td>
<td>.146</td>
<td>.810</td>
</tr>
<tr>
<td>14</td>
<td>.130</td>
<td>.721</td>
</tr>
<tr>
<td>15</td>
<td>.104</td>
<td>.578</td>
</tr>
<tr>
<td>16</td>
<td>.064</td>
<td>.354</td>
</tr>
<tr>
<td>17</td>
<td>.056</td>
<td>.311</td>
</tr>
<tr>
<td>18</td>
<td>.034</td>
<td>.187</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Source: SPSS 20

4. Output Rotated Component Matrix

Table 4.6 shows there are a factors did not meet the criteria, X1-4 factors did not grouping correctly at the first Rotated Component Matrix.
Table 4.6 First Rotated Component Matrix

<table>
<thead>
<tr>
<th>Rotated Component Matrix&lt;sup&gt;a&lt;/sup&gt;</th>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2-2</td>
<td>.917</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-1</td>
<td>.903</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-3</td>
<td>.865</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-4</td>
<td>.843</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X1-4</td>
<td>.804</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>X2-5</td>
<td>.781</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>X3-4</td>
<td>.842</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>X3-6</td>
<td>.831</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-7</td>
<td>.829</td>
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<td></td>
</tr>
<tr>
<td>X3-2</td>
<td>.784</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-8</td>
<td>.752</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-5</td>
<td>.682</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-3</td>
<td>.635</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X4-3</td>
<td>.935</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X4-1</td>
<td>.909</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>X4-5</td>
<td>.845</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>X1-2</td>
<td>.779</td>
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<tr>
<td>X1-3</td>
<td>.729</td>
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</tr>
<tr>
<td>X1-1</td>
<td>.729</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Source: SPSS 20

Table 4.7 shows each factor meet correctly based on the loading factor. The table also shows that the factors are placed in every component. Each factor has to categorize in one component, otherwise factors that have shown loading value in more than one component were removed from the process.
Table 4.7 Final Rotated Component Matrix

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>X3-4</td>
<td>.843</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-6</td>
<td>.834</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-7</td>
<td>.831</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-2</td>
<td>.785</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-8</td>
<td>.754</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-5</td>
<td>.679</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X3-3</td>
<td>.637</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-2</td>
<td></td>
<td>.908</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-1</td>
<td></td>
<td>.895</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-3</td>
<td></td>
<td>.867</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-4</td>
<td></td>
<td>.855</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X2-5</td>
<td></td>
<td>.814</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X4-3</td>
<td></td>
<td></td>
<td>.936</td>
<td></td>
</tr>
<tr>
<td>X4-1</td>
<td></td>
<td></td>
<td>.906</td>
<td></td>
</tr>
<tr>
<td>X4-5</td>
<td></td>
<td></td>
<td>.852</td>
<td></td>
</tr>
<tr>
<td>X1-2</td>
<td></td>
<td></td>
<td></td>
<td>.783</td>
</tr>
<tr>
<td>X1-3</td>
<td></td>
<td></td>
<td></td>
<td>.742</td>
</tr>
<tr>
<td>X1-1</td>
<td></td>
<td></td>
<td></td>
<td>.721</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Source: SPSS 20

4.2.3. Reliability Test

Subsequent to the survey to 275 respondents, the researcher found out that the questionnaire was both reliable and valid. In the reliability test, the Cronbach’s Alpha value was higher than 0.6.

1. Brand Loyalty

Table 4.8 Brand Loyalty Reliability Statistics

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.707</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: SPSS 20
Table 4.8 shows the Cronbach’s Alpha value is 0.707, which is greater than 0.6. It does mean that the internal consistency of the data is acceptable.

### Table 4.9 Brand Loyalty Item-Total Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1-1</td>
<td>6.10</td>
<td>4.622</td>
<td>.354</td>
<td>.805</td>
</tr>
<tr>
<td>X1-2</td>
<td>6.61</td>
<td>3.472</td>
<td>.652</td>
<td>.453</td>
</tr>
<tr>
<td>X1-3</td>
<td>7.15</td>
<td>3.358</td>
<td>.593</td>
<td>.525</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

After finished checking on the Cronbach’s Alpha value which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table above. Factor X1-1 should deleted because it greater than 0.707.

2. Brand Awareness

### Table 4.10 Brand Awareness Reliability Statistic

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.951</td>
<td>5</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

The value of Cronbach’s Alpha shows in table 4.10 for Brand Awareness factor is 0.951. It is acceptable since the factor is greater than 0.6.

After finished checking on the Cronbach’s Alpha value which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table above. None of those factors were greater than 0.951, otherwise it should be removed.
Table 4.11 Brand Awareness Item-Total Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>X2-1</td>
<td>16.43</td>
<td>8.326</td>
<td>.896</td>
<td>.934</td>
</tr>
<tr>
<td>X2-2</td>
<td>16.30</td>
<td>8.195</td>
<td>.911</td>
<td>.932</td>
</tr>
<tr>
<td>X2-3</td>
<td>16.16</td>
<td>9.463</td>
<td>.878</td>
<td>.940</td>
</tr>
<tr>
<td>X2-4</td>
<td>16.26</td>
<td>8.229</td>
<td>.882</td>
<td>.938</td>
</tr>
<tr>
<td>X2-5</td>
<td>15.88</td>
<td>9.766</td>
<td>.804</td>
<td>.951</td>
</tr>
</tbody>
</table>

Source: SPSS 20

3. Brand Associations

The value of Cronbach’s Alpha shows in table 4.12 for Brand Associations factor is 0.936. It is acceptable since the factor is greater than 0.6.

Table 4.12 Brand Associations Reliability Statistic

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.936</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: SPSS 20

After finished checking on the Cronbach’s Alpha value, which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table 4.13. Factor X3-7 should deleted because it greater than 0.936.

Table 4.13 Brand Associations Item-Total Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>X3-2</td>
<td>18.89</td>
<td>17.448</td>
<td>.931</td>
<td>.912</td>
</tr>
<tr>
<td>X3-3</td>
<td>20.58</td>
<td>20.143</td>
<td>.778</td>
<td>.928</td>
</tr>
<tr>
<td>X3-4</td>
<td>18.98</td>
<td>16.843</td>
<td>.942</td>
<td>.911</td>
</tr>
<tr>
<td>X3-5</td>
<td>18.53</td>
<td>19.418</td>
<td>.704</td>
<td>.935</td>
</tr>
<tr>
<td>X3-6</td>
<td>19.27</td>
<td>20.314</td>
<td>.734</td>
<td>.932</td>
</tr>
<tr>
<td>X3-7</td>
<td>19.61</td>
<td>21.574</td>
<td>.640</td>
<td>.939</td>
</tr>
<tr>
<td>X3-8</td>
<td>18.97</td>
<td>18.006</td>
<td>.852</td>
<td>.921</td>
</tr>
</tbody>
</table>

Source: SPSS 20
4. Perceived Value

The value of Cronbach’s Alpha shows in table 4.14 for Perceived Value factor is 0.942. It is acceptable since the factor is greater than 0.6.

Table 4.14 Perceived Value Reliability Statistic

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.942</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

After finished checking on the Cronbach’s Alpha value, which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table 4.15. Factor X4-5 should deleted because it greater than 0.942.

Table 4.15 Perceived Value Item-Total Statistics

<table>
<thead>
<tr>
<th>Item-Total Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scale Mean if Item Deleted</td>
</tr>
<tr>
<td>X4-1</td>
</tr>
<tr>
<td>X4-3</td>
</tr>
<tr>
<td>X4-5</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

5. Perceived Quality

Table 4.16 Perceived Quality Reliability Statistics

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>0.829</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*
The value of Cronbach’s Alpha shows in table 4.16 for Perceived Quality factor is 0.829. It is acceptable since the factor is greater than 0.6.

**Table 4.17 Perceived Quality Item-Total Statistics**

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>X5-1</td>
<td>14.78</td>
<td>11.522</td>
<td>.337</td>
<td>.886</td>
</tr>
<tr>
<td>X5-2</td>
<td>14.08</td>
<td>9.614</td>
<td>.877</td>
<td>.727</td>
</tr>
<tr>
<td>X5-3</td>
<td>14.06</td>
<td>9.270</td>
<td>.804</td>
<td>.740</td>
</tr>
<tr>
<td>X5-4</td>
<td>14.06</td>
<td>9.216</td>
<td>.786</td>
<td>.745</td>
</tr>
<tr>
<td>X5-5</td>
<td>13.35</td>
<td>12.490</td>
<td>.432</td>
<td>.842</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

After finished checking on the Cronbach’s Alpha value, which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table 4.17. Factor X5-1 and X5-5 should deleted because it greater than 0.829.

6. Revisit Intention

**Table 4.18 Revisit Intention Reliability Statistic**

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>N of Items</td>
</tr>
<tr>
<td>0.915</td>
</tr>
<tr>
<td>5</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

The value of Cronbach’s Alpha shows in table 4.18 for Revisit Intention factor is 0.915. It is acceptable since the factor is greater than 0.6.
Table 4.19 Revisit Intention Item-Total Statistics

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>X6-1</td>
<td>15.26</td>
<td>7.070</td>
<td>.888</td>
<td>.875</td>
</tr>
<tr>
<td>X6-2</td>
<td>15.34</td>
<td>7.619</td>
<td>.814</td>
<td>.892</td>
</tr>
<tr>
<td>X6-3</td>
<td>15.09</td>
<td>7.232</td>
<td>.813</td>
<td>.890</td>
</tr>
<tr>
<td>X6-4</td>
<td>15.22</td>
<td>7.896</td>
<td>.554</td>
<td>.946</td>
</tr>
<tr>
<td>X6-5</td>
<td>15.30</td>
<td>6.941</td>
<td>.891</td>
<td>.874</td>
</tr>
</tbody>
</table>

*Source: SPSS 20*

After finished checking on the Cronbach’s Alpha value which is acceptable, another values to check is the Cronbach’s Alpha if Item Deleted column in table above. Factor X6-4 should deleted because it greater than 0.915.

4.2.4. Multiple Regression

In Multiple Regression analysis there are 3 assumption test, normality test, multicolinearity test, and heteroscedasticity test (Sugiyono, 2011).

4.2.4.1. Multiple Regression of Perceived Value

4.2.4.1.1. Classical Assumption

1. Normality Test

A lot statistical test require that the data should be normality distributed and therefore, this section is aim to check if this assumption is violated. These plots are interpretable and also have benefit that outliers are easily identified. Instead, the empirical distribution of the data or histogram in the Figure below is bell-shaped as it should be, and resemble the normal distribution.
Figure 4.6 Normality Test of Perceived Value

Source: SPSS 20

P-P is considered here. The probability-probability plot (P-P plot or percent plot) compares an empirical cumulative distribution function of a variable with a specific theoretical cumulative distribution.

Normal P-P Plot of Regression Residual as shows figure below is shown to check the homoscedasticity and normality of residuals with the Q-Q Plot of z*pred and z*resid. The plot indicates that in this multiple regression analysis, there is no tendency in the error terms if the graph looks like a staircase and the data has to be scattered on the line. In addition, the actual data plot (represented by the dots) is spreading approximately surrounding the diagonal direction of the line telling the distribution is normal. Moreover, the P-P above also shows that data points are not seriously deviated from the fitted line. They consistently indicate that the variable is normal distributed.
Figure 4.7 Linearity Test of Perceived Value

Source: SPSS 20

2. Heteroscedasticity Test

Figure 4.8 Heteroscedasticity Test of Perceived Quality

Source: SPSS 20
Heteroscedasticity may occur for many reasons, but typically occurs when responses are not normally distributed or when the variance of the error terms differs across observations. The result of the test can be seen by looking at the distribution spread randomly and does not make any systematic pattern such as increasing or decreasing pattern, and then the heteroscedasticity assumption is fulfilled.

3. Multicollinearity Test

To test the Multicollinearity, variance inflation factor (VIF) or Tolerance will be checked. One of the assumptions of the linear model is no perfect multicollinearity exists in the model. Formally, VIF measure how much the variance of the estimated coefficients is increased over the case of no correlation among the independent variables. In this research, SPSS 20 constructed the multicollinearity test and the result is shown in table 4.20.

Clearly shown in Table 4.20 that VIF of each variable is less than 10 with values at 1.324 and 2.670 ordered from Brand Loyalty variable to Perceived Quality variable respectively. It means that there is no multicollinearity exists in the model since all VIF values are far below 10 and also the values were all around 1. The tolerance level has to be close to 1, which means none of those variables exceed 1 and are simultaneously close to 1.

Table 4.20 Multicollinearity of Perceived Value

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
<td>.755</td>
</tr>
<tr>
<td>Loyalty</td>
<td>1</td>
<td>.580</td>
</tr>
<tr>
<td>Awareness</td>
<td></td>
<td>.375</td>
</tr>
<tr>
<td>Associations</td>
<td></td>
<td>.490</td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td>.755</td>
</tr>
</tbody>
</table>

Source: SPSS 20
Hence, there is not existence of perfect linear relationship among all or some independent variable. This result gives more confidence that the coefficient estimated are more precise.

4.2.4.1.2. ANOVA Perceived Value

The researcher used SPSS 20 to conduct the F-test and it is shown in Analysis of Variance (ANOVA) table. This test is aim to survey the relationship between dependent variable and independent variable.

Table 4.21 ANOVA F-test of Perceived Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>102.669</td>
<td>4</td>
<td>25.667</td>
<td>22.671</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>305.680</td>
<td>270</td>
<td>1.132</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>408.349</td>
<td>274</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Value

b. Predictors: (Constant), Quality, Loyalty, Awareness, Associations

Source: SPSS 20

The significance value in table below on the first column from the right hand indicates that it is really significant and all variables count has strong influence on the dependent variable since it is lower than 0.05.

4.2.4.1.3. T-test

T-test examines whether four factors Brand Loyalty, Brand Awareness, Brand Associations, and Perceived Quality have influence on Perceived Value on customer Lion Air in Koja, North Jakarta. The hypothesis is as follows:

a) $H_{01}$: Brand Loyalty has no significant influence on Perceived Value.

$H_{a1}$: Brand Loyalty has significant influence on Perceived Value.
b) $H_{02}$: Brand Awareness has no significant influence on Perceived Value.  
$H_{a2}$: Brand Awareness has significant influence on Perceived Value.

c) $H_{03}$: Brand Associations has no significant influence on Perceived Value.  
$H_{a3}$: Brand Associations has significant influence on Perceived Value.

d) $H_{04}$: Perceived Quality has no significant influence on Perceived Value.  
$H_{a4}$: Perceived Quality has significant influence on Perceived Value.

Table 4.22 Coefficients T-test of Perceived Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.609</td>
<td>.109</td>
</tr>
<tr>
<td></td>
<td>Loyalty</td>
<td>-.128</td>
<td>-2.107</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>.153</td>
<td>2.209</td>
</tr>
<tr>
<td></td>
<td>Associations</td>
<td>.334</td>
<td>3.879</td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td>.140</td>
<td>1.860</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Value

*Source: SPSS 20*

If the significance level of T-test is low (significance level $\alpha$ used is 0.05), $H_0$ is rejected and concluded there is a linear relationship (Lind, Marchal and Wathen, 2010).

a) Brand Loyalty

Brand Loyalty has significant value at 0.036 which is lower than 0.05. The result means the Brand Loyalty partially has significant influence on Perceived Value of Lion Air.
b) Brand Awareness

Brand Awareness has significant value at 0.028 which it is lower than 0.05. The result means the Brand Awareness has significant influence on Perceived Value of Lion Air.

c) Brand Associations

Brand Associations has significant value at 0.000 which it is lower than 0.05. The result means the Brand Association has significant influence on Perceived Value of Lion Air.

d) Perceived Quality

Perceived Value has significant value at 0.064 which it is higher than 0.05. The result means the Perceived Quality has no significant influence on Perceived Value of Lion Air.

The table 4.23 shows that a Brand Associations variable is the most influential measured by the value of β in Standardize Coefficients column, which shows 0.334.

### Table 4.23 Coefficients of Perceived Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>.608</td>
<td>.378</td>
</tr>
<tr>
<td>Loyalty</td>
<td>-.145</td>
<td>.069</td>
</tr>
<tr>
<td>Awareness</td>
<td>.253</td>
<td>.115</td>
</tr>
<tr>
<td>Associations</td>
<td>.530</td>
<td>.137</td>
</tr>
<tr>
<td>Quality</td>
<td>.175</td>
<td>.094</td>
</tr>
</tbody>
</table>

*a. Dependent Variable: Value

Source: SPSS 20*
4.2.4.1.4. Measuring the Variability of Regression Model

In this linear regression, the size of contribution simultaneously made by independent variables toward dependent variable by looking the value of adjusted R\(^2\). The closer the adjusted R\(^2\) value to 1, means that stronger this model explains its relationship between independent and dependent variables. On the contrary, the closer it is to zero means that the smaller percentage can describe its relationship.

Table 4.24 Coefficients Determination of Perceived Value

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.501a</td>
<td>.251</td>
<td>.240</td>
<td>1.0640</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Quality, Loyalty, Awareness, Associations  
b. Dependent Variable: Value

Source: SPSS 20

Table 4.24 shows that the adjusted R\(^2\) value of the regression model is 0.240. it means 24% of the variation in Perceived Value of Lion Air in Lagoa, North Jakarta is explained by the variation of 4 independent variables, whereas the other 76% is explained by other factors which are not examined and mentioned in this research.

4.2.4.2. Multiple Regression of Repurchased Intention

4.2.4.2.1. Classical Assumption

1. Normality Test

A lot statistical test require that the data should be normality distributed and therefore, this section is aim to check if this assumption is violated. These plots are interpretable and also have benefit that outliers are easily identified. Instead, the empirical distribution of the data or histogram in the Figure below is bell-shaped as it should be, and resemble the normal distribution.
P-P is considered here. The probability-probability plot (P-P plot or percentage plot) compares an empirical cumulative distribution function of a variable with a specific theoretical cumulative distribution.

Normal P-P Plot of Regression Residual as shows figure above is shown to check the homoscedasticity and normality of residuals with the Q-Q Plot of $z^{*}\text{pred}$ and $z^{*}\text{resid}$. The plot indicates that in this multiple regression analysis, there is no tendency in the error terms if the graph looks like a staircase and the data has to be scattered on the line. In addition, the actual data plot (represented by the dots) is spreading approximately surrounding the diagonal direction of the line telling the distribution is normal. Moreover, the P-P above also shows that data points are not seriously deviated from the fitted line. They consistently indicate that the variable is normal distributed.
2. Heteroscedasticity Test

Figure 4.11 Heteroscedasticity Test of Repurchased Intention

Source: SPSS 20
Heteroscedasticity may occur for many reasons, but typically occurs when responses are not normally distributed or when the variance of the error terms differs across observations. The result of the test can be seen by looking at the distribution spread randomly and does not make any systematic pattern such as increasing or decreasing pattern, and then the heteroscedasticity assumption is fulfilled.

3. Multicollinearity Test

To test the Multicollinearity, variance inflation factor (VIF) or Tolerance will be checked. One of the assumptions of the linear model is no perfect multicollinearity exists in the model. Formally, VIF measure how much the variance of the estimated coefficients is increased over the case of no correlation among the independent variables. In this research, SPSS 20 constructed the multicollinearity test and the result is shown in table 4.25.

**Table 4.25 Multicollinearity of Repurchased Intention**

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>Model</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>.743</td>
</tr>
<tr>
<td>Awareness</td>
<td>.570</td>
</tr>
<tr>
<td>Associations</td>
<td>.355</td>
</tr>
<tr>
<td>Value</td>
<td>.749</td>
</tr>
<tr>
<td>Quality</td>
<td>.483</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Revisit

*Source: SPSS 20*

Clearly shown in Table 4.25, that VIF of each variable is less than 10. It means that there is no multicollinearity exists in the model since all VIF values are far below 10. Hence, there is not existence of perfect linear relationship among all or some independent variable. This result gives more confidence that the coefficient estimated are more precise.
4.2.4.2.2. ANOVA

The researcher used SPSS 20 to conduct the F-test and it is shown in Analysis of Variance (ANOVA) table. This test is aim to survey the relationship between dependent variable and independent variable.

**Table 4.26 ANOVA F-test of Repurchased Intention**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>70.273</td>
<td>5</td>
<td>14.055</td>
<td>56.851</td>
<td>.000&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>66.502</td>
<td>269</td>
<td>.247</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>136.775</td>
<td>274</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Dependent Variable: Revisit
<sup>b</sup> Predictors: (Constant), Quality, Loyalty, Value, Awareness, Associations

*Source: SPSS 20*

The significance value in table 4.26 on the first column from the right hand indicates that it is really significant and all variables count has strong influence on the dependent variable since it is lower than 0.05.

4.2.4.2.3. T-test

T-test examines whether four factors Brand Loyalty, Brand Awareness, Brand Associations, Perceived Value, and Perceived Quality have influence on Repurchased Intention on customer Lion Air in Koja, North Jakarta. The hypothesis is as follows:

a) H<sub>05</sub>: Brand Loyalty has no significant influence on Repurchased Intention.
   H<sub>a5</sub>: Brand Loyalty has significant influence on Repurchased Intention.

b) H<sub>06</sub>: Brand Awareness has no significant influence on Repurchased Intention.
   H<sub>a6</sub>: Brand Awareness has significant influence on Repurchased Intention.

c) H<sub>07</sub>: Brand Associations has no significant influence on Repurchased Intention.
H₇: Brand Associations has significant influence on Repurchased Intention.
d) H₀₈: Perceived Value has no significant influence on Repurchased Intention.
H₈: Perceived Value has significant influence on Repurchased Intention.
e) H₀₉: Perceived Quality has no significant influence on Repurchased Intention.
H₉: Perceived Quality has significant influence on Repurchased Intention.

If the significance level of T-test is low (significance level α used is 0.05), H₀ is rejected and concluded there is a linear relationship (Lind, Marchal and Wathen, 2010).

**Table 4.27 Coefficient T-test of Repurchased Intention**

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>5.555</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Loyalty</td>
<td>-.032</td>
<td>.655</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>.416</td>
<td>7.380</td>
</tr>
<tr>
<td></td>
<td>Associations</td>
<td>.264</td>
<td>3.700</td>
</tr>
<tr>
<td></td>
<td>Value</td>
<td>.193</td>
<td>3.924</td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td>.034</td>
<td>.549</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Revisit

*Source: SPSS 20*

a) Brand Loyalty

Brand Loyalty has significant value at 0.513 which is nowhere near 0.05. The result means the Brand Loyalty partially has no significant influence on Repurchased Intention of Lion Air.
b) Brand Awareness

Brand Awareness has significant value at 0.000 which it is lower than 0.05. The result means the Brand Awareness has significant influence on Repurchased Intention of Lion Air.

c) Brand Associations

Brand Associations has significant value at 0.000 which it is lower than 0.05. The result means the Brand Association has significant influence on Repurchased Intention of Lion Air.

d) Perceived Value

Perceived Value has significant value at 0.000 which it is lower than 0.05. The result means the Perceived Value has significant influence on Repurchased Intention of Lion Air.

e) Perceived Quality

Perceived Quality has significant value at 0.584 which is nowhere near 0.05. The result means the Perceived Quality partially has no significant influence on Repurchased Intention of Lion Air.

Table 4.28 Coefficients of Repurchased Intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.986</td>
</tr>
<tr>
<td></td>
<td>Loyalty</td>
<td>-.021</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>.399</td>
</tr>
<tr>
<td></td>
<td>Associations</td>
<td>.243</td>
</tr>
<tr>
<td></td>
<td>Value</td>
<td>.112</td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td>.024</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Revisit

Source: SPSS 20
Table 4.28 shows that a Brand Awareness variable is the most influential measured by the value of $\beta$ in Standardize Coefficients column that shows 0.416.

### 4.2.4.2.4. Measuring the Variability of Regression Model

In this linear regression, the size of contribution simultaneously made by independent variables toward dependent variable by looking the value of adjusted $R^2$. The closer the adjusted $R^2$ value to 1, means that stronger this model explains its relationship between independent and dependent variables. On the contrary, the closer it is to zero means that the smaller percentage can describe its relationship.

<table>
<thead>
<tr>
<th>Model Summary$^b$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

Table 4.29 Coefficients Determination of Repurchased Intention

---

Table 4.28 shows that the adjusted $R^2$ value of the regression model is 0.505. It means 50.5% of the variation in Perceived Quality of Lion Air in Lagoa, North Jakarta is explained by the variation of 5 independent variables, whereas the other 49.5% is explained by other factors, which are not examined and mentioned in this research.

### 4.3. Interpretation of Result


According to Bongran Jin Sun (2004) in “Brand Equity, Perceived Value and Revisit Intention in the US Mid-Priced Hotel Segment” found that Brand Loyalty...
and Perceived Quality have partially significant influence on Perceived Value in US mid-priced hotel segment.

Although the result produced by the researcher was not similar compared to previous research, only Brand Loyalty, Brand Awareness and Brand Association has significant influence on Perceived Quality.

2. Brand Equity and Perceived Value on Repurchased Intention

JamilBojei and Wong CheeHoo (2012) from University Putra Malaysia in “Brand Equity and Current Use as the new Horizon for Repurchase Intention of Smartphone” found that Brand Equity have positive relationship between brand equity and repurchase intention of Smartphone. This research involved 147 respondents by cluster sampling.

Although the result produced by the researcher was not similar compared to previous research, in Brand Equity only Brand Associations and Brand Awareness has significant influence on Repurchased Intention, and also Perceived Value has significantly influence on Repurchased Intention.
CHAPTER V
CONCLUSIONS AND RECOMMENDATION

5.1. Conclusion

1. Based on findings in this research, Perceived Value has influenced by Brand Awareness, Brand Association, and Brand Loyalty. Based on T-test, those variables have significant value lower than 0.05. However, Perceived Quality has significant value at 0.064, which it is higher than 0.05, it is means the Perceived Quality has no influence on Perceived Value.

2. Repurchased Intention has significant influence by Brand Awareness, Brand Associations, and Perceived Value. Based on T-test, those variables have significant value lower than 0.05. Brand Loyalty has significant value at 0.513 and Perceived Quality has significant value at 0.584, which it is higher than 0.05, it is means those variables has no influence on Repurchased Intention.

3. Brand Awareness is the most influential measured by the value beta in standardized coefficients column, which shows 0.416 and higher than the others variables.

5.2. Recommendation

5.2.1. To the Company

Based on problem identified, Brand Associations, Brand Awareness and Perceived Value have significant influence to Repurchased Intention. Lion Air may increase the ability of consumer to recall and recognize the brand. Lion Air should more concern about customers thoughts, feelings, perceptions, images, and
is anything linked to make customers memories the brand. It is important to build customers opinion of the brand to fulfill what customer expects to receive.

5.2.2. To other Researcher

This research used samples from North Jakarta, it means not representation customers in generalize. For the next research may explore more wide or bigger samples to get more deep research.

In this research the adjusted $R^2$ value of the regression model is 0.505. It means only 50.5% of the variation in Repurchased Intention was explained. The researcher suggest to the next research explore the 49% variation that not examined and mentioned in this research. The next research may also explore with other literature.
REFERENCES

Book


Journal


Internet


