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# APPENDICES

## APPENDIX 1

### Questionnaire – English & Indonesia Versions

Bagian 2 dari 8

**Demographic Section** ✕ ⋮

Pertanyaan-pertanyaan berikut ini untuk mengetahui identitas responden.  
(The following questions are to find out the identity of the respondent).

**Nama (Name) \***

Teks jawaban singkat  
.....

**Jenis Kelamin (Gender) \***

Wanita ( Female)

Pria (Male)

**Umur (Age) \***

17-22

23-28

29-34

>35

Bagian 1 dari 8

**Analysis Customer of Aqua Mineral Water in Bekasi City** ✕ ⋮

Dear Respondent,

My name is Endah Mulyanti, final year student at President University, Indonesia.

Thank you for taking the time to complete this online survey. This survey is about customer loyalty in bottled water companies. This survey is voluntary, therefore we expect a more accurate response from you. This survey will take approximately 5 minutes to complete.

Once again, thank you for taking the time to participate.

Best wishes,

Endah Mulyanti  
President's University.

Responden yang terhormat,

Nama saya Endah Mulyanti, mahasiswa tingkat akhir di President University, Indonesia.

Terima kasih telah meluangkan waktu untuk mengisi survei online ini. Survei ini tentang loyalitas pelanggan pada perusahaan AMDK. Survei ini bersifat sukarela, oleh karena itu kami mengharapkan tanggapan yang lebih akurat dari Anda. Survei ini akan memakan waktu sekitar 5 menit untuk diselesaikan. Sekali lagi, terima kasih telah meluangkan waktu untuk berpartisipasi.

Semoga sukses,

Endah Mulyanti  
Universitas Presiden.

Pekerjaan (Occupation) \*

- Mahasiswa (student)
- Pegawai Swasta (Private employees)
- Pengusaha (Entrepreneur)
- PNS (Civil servants)
- Lain-lain (Others)

Berapa penghasilan bulanan kamu? (How much is your monthly income?) \*

- < Rp2.000.000
- Rp2.000.000 - Rp5.000.000
- Rp5.000.000 - Rp.10.000.000
- >Rp. 10.000.000

Bagian 3 dari 8

Screening Question

Deskripsi (opsional)

Air Minum Kemasan yang mana yang sering anda konsumsi? (Which bottled drinking water do you often consume?) \*

- Aqua
- Adee
- Club
- Le Minerale
- Others

Apakah anda merupakan orang yang pernah dan selalu mengkonsumsi air mineral merek Aqua ? (Are you a person who has and always consumes Aqua brand mineral water?) \*

- Ya, silahkan dilanjutkan ke pertanyaan berikutnya. (Yes, please proceed to the next question).
- Tidak, Cukup sampai disini untuk pertanyaanya. (No, Enough up here for the question).

**Brand Image**



Measurement Scale

- 1: Strongly Disagree (Sangat Tidak Setuju)
- 2: Disagree (Tidak setuju)
- 3: Neutral (Netral)
- 4: Agree (Setuju)
- 5: Strongly Agree (Sangat Setuju)

Saya dapat mengenali Perusahaan air mineral Aqua di antara merek-merek pesaing lainnya. (I \*  
can recognize the Company of Aqua mineral water among other competing brands).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Air mineral aqua sangat mudah ditemukan.(Aqua mineral water is very easy to find). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Air mineral Aqua dapat membantu pelanggan dalam meningkatkan status mereka di masyarakat. (Aqua mineral water can help customers in improving their status in society). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya dapat mengingat dengan cepat simbol atau logo dari produk air mineral Aqua ini. (I can \* quickly recall the symbol or logo of this product Aqua mineral water).

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree)      Sangat Setuju (Strongly Agree)

Menurut saya produk air mineral Aqua memiliki pengalaman yang luar biasa. (I think Aqua \* mineral water product has a great experience).

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree)      Sangat Setuju (Strongly Agree)

Saya merasa bahwa air mineral Aqua adalah perusahaan yang berorientasi pada pelanggan (I \* feel that Aqua mineral water is a customer-oriented company).

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree)      Sangat Setuju (Strongly Agree)

Bagian 5 dari 8

Trust



Measurement Scale

- 1: Strongly Disagree (Sangat Tidak Setuju)
- 2: Disagree (Tidak setuju)
- 3: Neutral (Netral)
- 4: Agree (Setuju)
- 5: Strongly Agree (Sangat Setuju)

Saya kira informasi tentang kualitas produk air mineral Aqua sudah terkenal di masyarakat. (I \* think the information about the quality of Aqua mineral water products is well-known in the community).

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree)      Sangat Setuju (Strongly Agree)

Saya menerima umpan balik positif dari orang lain mengenai informasi tentang produk air \* mineral Aqua. (I receive positive feedback from other people regarding the information about the Aqua mineral water product).

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree)      Sangat Setuju (Strongly Agree)

Saya yakin perusahaan air mineral Aqua selalu memberikan yang terbaik bagi konsumen. (I'm sure the Aqua mineral water company always provides the best for the consumers). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Produk air mineral aqua lebih menarik bagi saya (Aqua mineral water product is more interesting to me). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya merasakan air mineral Aqua perusahaan dapat diandalkan untuk produk. (I feel Aqua mineral water company is reliable for the product). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya merasakan perusahaan air mineral Aqua memiliki integritas yang tinggi (I feel Aqua mineral water company has high integrity). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya pikir air mineral Aqua kompeten (I think Aqua mineral water is competent). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya memahami keunggulan produk air mineral Aqua (I am understanding the advantages of Aqua mineral water product). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya percaya bahwa air mineral Aqua tulus dan dapat dipercaya (I believe that Aqua mineral water is sincere and trustworthy). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya yakin air mineral Aqua didedikasikan untuk menjaga kualitas air minum dalam kemasan (I'm sure Aqua mineral water is dedicated to keeping the quality of bottled drinking water). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Bagian 6 dari 8

### Perceived Quality



- Measurement Scale
- 1: Strongly Disagree (Sangat Tidak Setuju)
  - 2: Disagree (Tidak setuju)
  - 3: Neutral (Netral)
  - 4: Agree (Setuju)
  - 5: Strongly Agree (Sangat Setuju)

Layanan yang ditawarkan air mineral Aqua adalah sama untuk semua pelanggan tanpa diskriminasi. (The services offered by Aqua mineral water are the same for all customers without discrimination). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Produk yang dipesan dari perusahaan air mineral Aqua dikirim dengan cepat. (Products ordered from the company Aqua mineral water are delivered fast). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Produk air mineral aqua biasanya tersedia saat dibeli dan disediakan dalam ukuran yang saya \*  
butuhkan. (Aqua mineral water products are usually available when purchased and provided in  
the sizes that I need).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Ukuran kemasan air mineral Aqua sesuai dengan keinginan saya (The size of Aqua mineral \*  
water packaging is according to my wishes).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Kualitas minuman yang ditawarkan oleh air mineral Aqua lebih berkualitas (The quality of the \*  
beverages offered by Aqua mineral water is higher quality).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Air mineral aqua menawarkan berbagai produk lengkap (Aqua mineral water offers a variety \*  
of complete products).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Bagian 7 dari 8

### Satisfaction



#### Measurement Scale

- 1: Strongly Disagree (Sangat Tidak Setuju)
- 2: Disagree (Tidak setuju)
- 3: Neutral (Netral)
- 4: Agree (Setuju)
- 5: Strongly Agree (Sangat Setuju)

Air minum Aqua sangat praktis (Product of Aqua mineral water is very practical). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Air mineral Aqua bekerja dengan baik untuk membuat saya tetap terhidrasi. (Aqua mineral \*  
water works well for keeping me hydrated).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Perusahaan air mineral Aqua menerima pengaduan dari konsumen. (Aqua mineral water \*  
company accepts complaints from consumers).

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Pelayanan dari air mineral Aqua sesuai dengan keinginan saya (The service from Aqua mineral water is according to my wishes). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Layanan transaksi air mineral aqua sesuai dengan kebutuhan saya (Aqua mineral water transaction Services are in line with my needs). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Perusahaan air mineral Aqua menanggapi keluhan pelanggan dengan positif (Aqua mineral water company responds positively to customer complaints). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Perusahaan air mineral Aqua menawarkan standar layanan pelanggan yang sama kepada semua pelanggan (Aqua mineral water company offers the same standard of customer care to all customers). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Kepuasan pelanggan selalu dijamin oleh perusahaan Aqua mineral water (Customer satisfaction is always guaranteed by Aqua mineral water company). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)



Saya yakin bahwa perusahaan air mineral Aqua merespon dengan cepat permintaan dari pelanggan. (I am sure that Aqua mineral water company responds fast to requests from customers). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Air mineral Aqua memperhatikan pelanggan dan mencoba untuk menyadari kita. (Aqua mineral water pays attention to the customers and tries to be aware of us.). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya membeli air mineral Aqua yang bersih (I purchased Aqua mineral water that is clean). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya tidak pernah mengalami sakit perut akibat minum air mineral Aqua (I have never experienced stomach pain as an effect of drinking Aqua mineral water). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

#### Customer Loyalty

- Measurement Scale
- 1: Strongly Disagree (Sangat Tidak Setuju)
  - 2: Disagree (Tidak setuju)
  - 3: Neutral (Netral)
  - 4: Agree (Setuju)
  - 5: Strongly Agree (Sangat Setuju)

Pilihan pertama saya selalu Aqua air mineral (My first option is always Aqua mineral water product). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

saya akan membeli produk air minum Aqua untuk konsumsi sehari-hari (I'm going Aqua mineral water product for my everyday consumption). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya pasti akan mendapatkan produk yang sama dari air mineral Aqua lain kali (I will surely get the same product from Aqua mineral water the next time the). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya menganggap diri saya setia pada produk air mineral Aqua (I consider myself loyal to Aqua mineral water products). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya merekomendasikan air minum Aqua kepada orang lain (I recommend Aqua mineral water to others). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saya berbicara dengan orang lain tentang air minum Aqua (I talked to others about Aqua mineral water). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Saat saya bepergian, saya akan tetap membeli air mineral Aqua (When I travel, I will still purchase Aqua mineral water). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

Ketika air minum saya habis, saya berencana untuk membeli air mineral Aqua (When my drinking water runs out, I plan to purchase Aqua mineral water). \*

	1	2	3	4	5	
Sangat Tidak Setuju (Strongly Disagree)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju (Strongly Agree)

## APPENDIX 2 SEM-PLS RESULT

Outer loadings - Matrix Zoom (102%)

	Brand Image	Customer Loyalty	Perceived Quality	Satisfaction	Trust
B1	0.809				
B2	0.770				
B3	0.814				
CL1		0.882			
CL3		0.834			
PQ1			0.739		
PQ3			0.803		
PQ4			0.822		
Satis1				0.742	
Satis2				0.732	
Satis3				0.720	
Satis5				0.806	
T1					0.768
T3					0.795
T5					0.777

R-square - Overview Zoom (102%)

	R-square	R-square adjusted
Customer Loyalty	0.473	0.472
Satisfaction	0.666	0.663

Construct reliability and validity - Overview Zoom (95%)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.715	0.721	0.840	0.636
Customer Loyalty	0.643	0.654	0.848	0.736
Perceived Quality	0.696	0.702	0.832	0.622
Satisfaction	0.741	0.743	0.838	0.564
Trust	0.679	0.680	0.823	0.609

Discriminant validity - Fornell-Larcker criterion Zoom (95%)

	Brand Image	Customer Loyalty	Perceived Quality	Satisfaction	Trust
Brand Image	0.798				
Customer Loyalty	0.652	0.858			
Perceived Quality	0.657	0.655	0.789		
Satisfaction	0.657	0.688	0.718	0.751	
Trust	0.621	0.601	0.649	0.744	0.780

Discriminant validity - Cross loadings

Zoom (95%)

Copy to Excel

Copy to R

	Brand Image	Customer Loyalty	Perceived Quality	Satisfaction	Trust
BI1	0.809	0.542	0.520	0.553	0.503
BI2	0.770	0.433	0.510	0.459	0.494
BI3	0.814	0.573	0.543	0.552	0.492
CL1	0.600	0.882	0.600	0.634	0.502
CL3	0.515	0.834	0.520	0.542	0.534
PQ1	0.493	0.503	0.739	0.534	0.444
PQ3	0.540	0.531	0.803	0.543	0.508
PQ4	0.524	0.519	0.822	0.618	0.576
Satis1	0.591	0.568	0.510	0.742	0.550
Satis2	0.488	0.479	0.540	0.732	0.563
Satis3	0.407	0.462	0.538	0.720	0.571
Satis5	0.479	0.549	0.569	0.806	0.552
T1	0.491	0.478	0.524	0.560	0.768
T3	0.474	0.448	0.511	0.612	0.795
T5	0.491	0.483	0.485	0.567	0.777

Collinearity statistics (VIF) - Inner model - Matrix

Zoom (95%)

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	Brand Image	Customer Loyalty	Perceived Quality	Satisfaction	Trust
Brand Image				1.989	
Customer Loyalty				2.112	
Perceived Quality					
Satisfaction		1.000			
Trust				1.954	

Model fit

Zoom (95%)

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	Saturated model	Estimated model
SRMR	0.078	0.088
d_ULS	0.722	0.922
d_G	0.346	0.382
Chi-square	635.074	678.228
NFI	0.689	0.668

Path coefficients - Mean, STDEV, T values, p values

Zoom (90%)

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O /STDEV)	P values
Brand Image -> Satisfaction	0.182	0.185	0.053	3.462	0.001
Perceived Quality -> Satisfaction	0.327	0.325	0.056	5.868	0.000
Satisfaction -> Customer Loyalty	0.688	0.685	0.050	13.685	0.000
Trust -> Satisfaction	0.418	0.415	0.053	7.967	0.000



