

Lampiran 1 : Kuisioner

Dengan Hormat,

Dalam rangka untuk melakukan penelitian pengembangan teori, bersama ini saya mohon bantuan Ibu/Bapak/Sdr bersedia menjadi responden dalam penelitian yang saya lakukan (angket terlampir).

Penelitian ini dilakukan dengan tujuan menganalisis pengaruh *Brand Experience* dan *Service Quality* terhadap *Repurchase Intention* melalui *Brand Satisfaction* pada Honda CR-V. Adapun Judul penelitian ini adalah “Pengaruh *Brand Experience* dan *Service Quality* terhadap *Repurchase Intention* melalui *Brand Satisfaction* pada Honda CR-V di Honda Surabaya Center .

Demikian surat pengantar ini disampaikan, atas perhatian serta partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya,

(Wicaksono Raharjo)

Mahasiswa S1 Bisnis Manajemen Universitas Widya Mandala

I. Identifikasi Responden

- a. Dimanakah domisili asal anda?
 - 1. Surabaya
 - 2. Luar Surabaya
- b. Jenis Kelamin
 - 1. Laki-Laki
 - 2. Perempuan
- c. Berapakah usia anda saat ini?
 - 1. 18 thn – 30 thn
 - 2. > 30 thn
- d. Apakah Anda pernah membeli Honda CR-V?
 - 1. Ya
 - 2. Tidak
- e. Apakah Anda pernah menggunakan Honda CR-V?
 - 1. Ya
 - 2. Tidak
- f. Apakah anda memiliki rencana membeli produk Honda CR-V?
 - 1. Ya
 - 2. Tidak

Keterangan Alternatif Jawaban

- STS = Sangat Tidak Setujut
- TS = Tidak Setuju
- N = Netral
- S = Setuju
- SS = Sangat Setuju

II. Berilah Tanda Silang (X) pada Jawaban yang Anda Pilih

No.	Pernyataan	Alternatif Jawaban				
		ST S	TS	N	S	SS
Brand Experience (X₁)						
1	Honda CR-V membuat kesan yang kuat pada indra penglihatan atau indera yang lain.					
2	Honda CR-V memiliki ketertarikan emosi yang kuat.					
3	Honda CR-V bermanfaat pada pengalaman bagian tubuh.					
4	Honda CR-V berorientasi pada tindakan fisik dan perilaku					
5	Honda CR-V memiliki ketertarikan yang besar					
6	Honda CR-V merangsang rasa ingin tahu.					
Service Quality (X₂)						
1	Honda Surabaya Center menawarkan layanan yang sangat baik saat pembelian Honda CR-V.					
2	Adanya perasaan baik tentang apa saja yang Honda CR-V tawarkan kepada pelanggan.					
3	Secara keseluruhan, kualitas interaksi pelanggan dengan karyawan Honda CR-V di Honda Surabaya Center sangat baik.					
4	Kualitas interaksi kualitas interaksi pelanggan dengan karyawan Honda CR-V di Honda Surabaya Center sangat tinggi.					
5	Saya akan mengatakan lingkungan fisik Honda CR-V di Honda Surabaya Center adalah salah satu yang terbaik di bidangnya.					
6	Honda CR-V di Honda Surabaya Center memiliki sistem yang baik untuk penanganan pengaduan.					

Brand Satisfaction (Y_1)					
1	Layanan yang disediakan oleh Honda CR-V sangat memuaskan.				
2	Saya sangat puas dengan Honda CR-V				
3	Saya sangat senang dengan Honda CR-V				
4	Honda CR-V melakukan pekerjaan yang baik untuk memenuhi kebutuhan pelanggan.				
5	Keputusan yang tepat ketika menggunakan Honda CR-V				
Repurchase Intention (Y_2)					
1	Honda CR-V menjadi pilihan pertama.				
2	Honda CR-V membuat saya loyal dalam beberapa cara.				
3	Honda CR-V menarik pelanggan datang.				
4	Honda CR-V membuat pelanggan tidak memikirkan merek yang lain.				

~~~~~ Terima Kasih Atas Partisipasinya ~~~~~

**Lampiran 2 : Karakteristik Responden**

| No. | Domisili | Jenis Kelamin | Usia | Pernah Membeli | Pernah Menggunakan | Pembelian Kembali |
|-----|----------|---------------|------|----------------|--------------------|-------------------|
| 1   | 1        | 2             | 1    | 1              | 1                  | 1                 |
| 2   | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 3   | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 4   | 1        | 2             | 2    | 1              | 1                  | 1                 |
| 5   | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 6   | 2        | 2             | 2    | 1              | 1                  | 1                 |
| 7   | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 8   | 2        | 2             | 1    | 1              | 1                  | 1                 |
| 9   | 1        | 2             | 1    | 1              | 1                  | 2                 |
| 10  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 11  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 12  | 1        | 2             | 1    | 1              | 1                  | 2                 |
| 13  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 14  | 1        | 2             | 2    | 1              | 1                  | 1                 |
| 15  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 16  | 2        | 2             | 2    | 1              | 1                  | 2                 |
| 17  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 18  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 19  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 20  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 21  | 2        | 2             | 1    | 1              | 1                  | 1                 |
| 22  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 23  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 24  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 25  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 26  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 27  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 28  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 29  | 2        | 2             | 2    | 1              | 1                  | 1                 |
| 30  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 31  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 32  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 33  | 1        | 2             | 2    | 1              | 1                  | 2                 |
| 34  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 35  | 2        | 2             | 2    | 1              | 1                  | 1                 |
| 36  | 2        | 1             | 2    | 1              | 1                  | 1                 |

| No. | Domisili | Jenis Kelamin | Usia | Pernah Membeli | Pernah Menggunakan | Pembelian Kembali |
|-----|----------|---------------|------|----------------|--------------------|-------------------|
| 37  | 2        | 2             | 2    | 1              | 1                  | 1                 |
| 38  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 39  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 40  | 2        | 2             | 2    | 1              | 1                  | 1                 |
| 41  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 42  | 2        | 2             | 1    | 1              | 1                  | 1                 |
| 43  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 44  | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 45  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 46  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 47  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 48  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 49  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 50  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 51  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 52  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 53  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 54  | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 55  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 56  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 57  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 58  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 59  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 60  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 61  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 62  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 63  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 64  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 65  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 66  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 67  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 68  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 69  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 70  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 71  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 72  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 73  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 74  | 1        | 1             | 2    | 1              | 1                  | 1                 |

| No. | Domisili | Jenis Kelamin | Usia | Pernah Membeli | Pernah Menggunakan | Pembelian Kembali |
|-----|----------|---------------|------|----------------|--------------------|-------------------|
| 75  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 76  | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 77  | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 78  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 79  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 80  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 81  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 82  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 83  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 84  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 85  | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 86  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 87  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 88  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 89  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 90  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 91  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 92  | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 93  | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 94  | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 95  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 96  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 97  | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 98  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 99  | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 100 | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 101 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 102 | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 103 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 104 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 105 | 2        | 1             | 2    | 1              | 1                  | 1                 |
| 106 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 107 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 108 | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 109 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 110 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 111 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 112 | 2        | 1             | 1    | 1              | 1                  | 1                 |

| No. | Domisili | Jenis Kelamin | Usia | Pernah Membeli | Pernah Menggunakan | Pembelian Kembali |
|-----|----------|---------------|------|----------------|--------------------|-------------------|
| 113 | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 114 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 115 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 116 | 1        | 1             | 2    | 1              | 1                  | 2                 |
| 117 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 118 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 119 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 120 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 121 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 122 | 2        | 1             | 2    | 1              | 1                  | 2                 |
| 123 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 124 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 125 | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 126 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 127 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 128 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 129 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 130 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 131 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 132 | 2        | 1             | 1    | 1              | 1                  | 2                 |
| 133 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 134 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 135 | 2        | 1             | 1    | 1              | 1                  | 1                 |
| 136 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 137 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 138 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 139 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 140 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 141 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 142 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 143 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 144 | 1        | 1             | 2    | 1              | 1                  | 1                 |
| 145 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 146 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 147 | 1        | 1             | 1    | 1              | 1                  | 2                 |
| 148 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 149 | 1        | 1             | 1    | 1              | 1                  | 1                 |
| 150 | 1        | 1             | 1    | 1              | 1                  | 1                 |

### Domisili

|       |               | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Surabaya      | 94        | 62,7    | 62,7          | 62,7               |
|       | Luar Surabaya | 56        | 37,3    | 37,3          | 100,0              |
|       | Total         | 150       | 100,0   | 100,0         |                    |

### JenisKelamin

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 135       | 90,0    | 90,0          | 90,0               |
|       | Perempuan | 15        | 10,0    | 10,0          | 100,0              |
|       | Total     | 150       | 100,0   | 100,0         |                    |

### Usia

|       |          | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 18-30thn | 69        | 46,0    | 46,0          | 46,0               |
|       | >30thn   | 81        | 54,0    | 54,0          | 100,0              |
|       | Total    | 150       | 100,0   | 100,0         |                    |

### PernahMembeli

|       |    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|--------------------|
| Valid | Ya | 150       | 100,0   | 100,0         | 100,0              |

### PernahMenggunakan

|       |    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|--------------------|
| Valid | Ya | 150       | 100,0   | 100,0         | 100,0              |

### PembelianKembali

|       |       | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | Ya    | 108       | 72,0    | 72,0          | 72,0                  |
|       | Tidak | 42        | 28,0    | 28,0          | 100,0                 |
|       | Total | 150       | 100,0   | 100,0         |                       |

Lampiran 3 : Hasil Kuisisioner

| Brand Experience |                  |                  |                  |                  |                  | Service Quality  |                  |                  |                  |                  |                  | Brand Satisfaction |                  |                  |                  |                  | Repurchase Intention |                  |                  |                  |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|------------------|------------------|------------------|------------------|----------------------|------------------|------------------|------------------|
| X<br>1<br>.<br>1 | X<br>1<br>.<br>2 | X<br>1<br>.<br>3 | X<br>1<br>.<br>4 | X<br>1<br>.<br>5 | X<br>1<br>.<br>6 | X<br>2<br>.<br>1 | X<br>2<br>.<br>2 | X<br>2<br>.<br>3 | X<br>2<br>.<br>4 | X<br>2<br>.<br>5 | X<br>2<br>.<br>6 | Y<br>1<br>.<br>1   | Y<br>1<br>.<br>2 | Y<br>1<br>.<br>3 | Y<br>1<br>.<br>4 | Y<br>1<br>.<br>5 | Y<br>2<br>.<br>1     | Y<br>2<br>.<br>2 | Y<br>2<br>.<br>3 | Y<br>2<br>.<br>4 |
| 4                | 4                | 3                | 4                | 3                | 5                | 4                | 3                | 5                | 3                | 4                | 4                | 1                  | 2                | 3                | 4                | 3                | 5                    | 3                | 3                | 5                |
| 3                | 3                | 4                | 3                | 5                | 4                | 4                | 5                | 4                | 4                | 3                | 4                | 4                  | 4                | 4                | 3                | 5                | 4                    | 3                | 4                | 5                |
| 3                | 2                | 3                | 3                | 4                | 1                | 1                | 2                | 2                | 4                | 2                | 3                | 3                  | 5                | 4                | 4                | 3                | 3                    | 4                | 5                | 3                |
| 3                | 1                | 1                | 2                | 2                | 1                | 1                | 2                | 1                | 1                | 1                | 1                | 2                  | 1                | 3                | 2                | 3                | 3                    | 2                | 4                | 3                |
| 4                | 2                | 4                | 3                | 4                | 2                | 3                | 3                | 5                | 4                | 4                | 4                | 4                  | 5                | 3                | 4                | 4                | 3                    | 3                | 5                | 5                |
| 5                | 4                | 3                | 4                | 5                | 3                | 4                | 4                | 4                | 3                | 5                | 3                | 4                  | 3                | 2                | 2                | 1                | 5                    | 3                | 3                | 5                |
| 3                | 4                | 3                | 5                | 3                | 4                | 4                | 3                | 3                | 5                | 3                | 4                | 3                  | 2                | 1                | 2                | 3                | 2                    | 1                | 1                | 2                |
| 3                | 3                | 2                | 2                | 2                | 1                | 3                | 4                | 5                | 3                | 4                | 5                | 3                  | 4                | 5                | 3                | 5                | 3                    | 5                | 4                | 3                |
| 5                | 4                | 4                | 3                | 4                | 4                | 3                | 3                | 4                | 5                | 3                | 5                | 5                  | 4                | 4                | 4                | 3                | 3                    | 4                | 3                | 4                |
| 1                | 2                | 1                | 2                | 3                | 2                | 3                | 2                | 1                | 2                | 1                | 2                | 2                  | 4                | 1                | 2                | 3                | 5                    | 3                | 3                | 5                |
| 4                | 4                | 4                | 4                | 4                | 4                | 5                | 3                | 4                | 4                | 3                | 5                | 5                  | 3                | 5                | 4                | 3                | 3                    | 4                | 5                | 3                |
| 2                | 2                | 1                | 3                | 2                | 1                | 3                | 5                | 4                | 3                | 3                | 4                | 2                  | 4                | 4                | 3                | 2                | 5                    | 4                | 3                | 3                |
| 3                | 4                | 5                | 3                | 4                | 5                | 4                | 5                | 3                | 3                | 4                | 4                | 5                  | 4                | 3                | 4                | 4                | 4                    | 3                | 5                | 3                |
| 3                | 2                | 2                | 3                | 2                | 2                | 3                | 4                | 3                | 3                | 5                | 5                | 3                  | 3                | 5                | 5                | 5                | 3                    | 4                | 3                | 3                |
| 4                | 5                | 4                | 3                | 4                | 4                | 4                | 5                | 4                | 4                | 3                | 4                | 4                  | 5                | 3                | 4                | 4                | 5                    | 5                | 5                | 3                |
| 5                | 3                | 3                | 4                | 5                | 3                | 3                | 3                | 3                | 3                | 5                | 5                | 5                  | 4                | 5                | 3                | 3                | 3                    | 5                | 3                | 5                |
| 5                | 3                | 3                | 5                | 4                | 3                | 3                | 5                | 4                | 3                | 3                | 4                | 1                  | 2                | 3                | 2                | 4                | 4                    | 5                | 3                | 3                |
| 4                | 4                | 4                | 5                | 3                | 4                | 4                | 4                | 4                | 4                | 4                | 4                | 1                  | 2                | 3                | 2                | 3                | 1                    | 2                | 3                | 1                |
| 2                | 1                | 2                | 1                | 2                | 3                | 1                | 2                | 1                | 1                | 1                | 1                | 2                  | 2                | 1                | 3                | 1                | 3                    | 2                | 3                | 1                |
| 3                | 5                | 4                | 4                | 5                | 3                | 4                | 3                | 5                | 4                | 4                | 4                | 5                  | 3                | 4                | 4                | 4                | 4                    | 4                | 5                | 3                |
| 5                | 5                | 3                | 5                | 3                | 3                | 5                | 3                | 3                | 4                | 3                | 4                | 3                  | 5                | 3                | 3                | 5                | 3                    | 5                | 5                | 3                |
| 4                | 3                | 4                | 3                | 3                | 5                | 3                | 5                | 4                | 3                | 4                | 3                | 4                  | 5                | 3                | 4                | 4                | 4                    | 4                | 4                | 4                |
| 3                | 5                | 5                | 3                | 3                | 5                | 3                | 3                | 3                | 5                | 5                | 5                | 5                  | 3                | 4                | 4                | 4                | 3                    | 3                | 5                | 4                |
| 3                | 2                | 2                | 2                | 1                | 3                | 4                | 3                | 5                | 3                | 4                | 5                | 4                  | 3                | 5                | 5                | 3                | 4                    | 4                | 4                | 4                |
| 4                | 4                | 3                | 4                | 5                | 4                | 3                | 5                | 4                | 3                | 3                | 4                | 4                  | 4                | 4                | 4                | 4                | 4                    | 3                | 3                | 5                |
| 3                | 5                | 5                | 3                | 3                | 3                | 1                | 2                | 1                | 2                | 1                | 1                | 3                  | 4                | 4                | 5                | 3                | 3                    | 4                | 5                | 4                |
| 4                | 3                | 5                | 4                | 3                | 4                | 3                | 5                | 5                | 3                | 3                | 3                | 3                  | 5                | 3                | 3                | 4                | 4                    | 4                | 4                | 4                |
| 4                | 3                | 4                | 3                | 3                | 4                | 4                | 3                | 3                | 3                | 3                | 4                | 4                  | 3                | 5                | 5                | 3                | 2                    | 2                | 1                | 1                |
| 3                | 1                | 1                | 1                | 2                | 3                | 2                | 1                | 2                | 1                | 2                | 1                | 1                  | 2                | 3                | 2                | 1                | 3                    | 2                | 3                | 2                |
| 5                | 4                | 4                | 4                | 3                | 5                | 5                | 3                | 4                | 4                | 3                | 5                | 5                  | 3                | 4                | 3                | 5                | 3                    | 4                | 5                | 4                |
| 3                | 4                | 5                | 4                | 5                | 3                | 3                | 4                | 3                | 4                | 3                | 5                | 4                  | 1                | 2                | 3                | 2                | 3                    | 5                | 5                | 4                |
| 3                | 4                | 3                | 4                | 5                | 4                | 3                | 5                | 4                | 3                | 4                | 4                | 3                  | 5                | 4                | 4                | 4                | 4                    | 3                | 4                | 4                |

| Brand Experience |    |    |    |    |    | Service Quality |    |    |    |    |    | Brand Satisfaction |    |    |    |    | Repurchase Intention |    |    |    |
|------------------|----|----|----|----|----|-----------------|----|----|----|----|----|--------------------|----|----|----|----|----------------------|----|----|----|
| X1               | X1 | X1 | X1 | X1 | X1 | X2              | X2 | X2 | X2 | X2 | X2 | Y1                 | Y1 | Y1 | Y1 | Y1 | Y2                   | X2 | Y2 | Y2 |
| 1                | 2  | 3  | 4  | 5  | 6  | 1               | 2  | 3  | 4  | 5  | 6  | 1                  | 2  | 3  | 4  | 5  | 1                    | 2  | 3  | 4  |
| 1                | 2  | 1  | 2  | 1  | 2  | 4               | 5  | 5  | 4  | 3  | 3  | 1                  | 2  | 3  | 2  | 1  | 2                    | 3  | 2  | 3  |
| 3                | 4  | 4  | 4  | 5  | 4  | 5               | 4  | 4  | 3  | 3  | 4  | 4                  | 3  | 4  | 5  | 4  | 4                    | 4  | 5  | 3  |
| 4                | 4  | 5  | 4  | 3  | 3  | 4               | 4  | 3  | 3  | 4  | 5  | 3                  | 5  | 4  | 3  | 4  | 3                    | 2  | 3  | 2  |
| 1                | 2  | 3  | 3  | 2  | 1  | 3               | 5  | 5  | 3  | 3  | 3  | 3                  | 4  | 5  | 4  | 4  | 1                    | 1  | 4  | 1  |
| 4                | 3  | 4  | 4  | 5  | 4  | 5               | 3  | 4  | 4  | 4  | 4  | 4                  | 3  | 4  | 5  | 4  | 4                    | 4  | 3  | 5  |
| 3                | 4  | 3  | 4  | 5  | 4  | 3               | 4  | 4  | 3  | 4  | 5  | 3                  | 5  | 3  | 5  | 3  | 4                    | 3  | 4  | 5  |
| 4                | 3  | 3  | 4  | 5  | 4  | 4               | 5  | 3  | 4  | 3  | 3  | 5                  | 3  | 5  | 3  | 4  | 1                    | 1  | 2  | 1  |
| 3                | 3  | 4  | 5  | 4  | 4  | 3               | 3  | 5  | 4  | 3  | 5  | 3                  | 3  | 5  | 5  | 4  | 4                    | 3  | 1  | 2  |
| 1                | 2  | 2  | 2  | 3  | 1  | 1               | 2  | 1  | 2  | 1  | 1  | 1                  | 2  | 3  | 2  | 3  | 2                    | 1  | 2  | 3  |
| 4                | 5  | 5  | 3  | 3  | 4  | 4               | 3  | 5  | 4  | 3  | 4  | 4                  | 5  | 4  | 3  | 4  | 4                    | 3  | 4  | 5  |
| 5                | 4  | 4  | 3  | 4  | 3  | 3               | 4  | 4  | 5  | 2  | 5  | 4                  | 4  | 5  | 3  | 4  | 3                    | 4  | 4  | 5  |
| 5                | 4  | 3  | 3  | 3  | 4  | 5               | 5  | 3  | 4  | 3  | 3  | 3                  | 4  | 5  | 4  | 4  | 5                    | 3  | 3  | 4  |
| 2                | 1  | 1  | 2  | 1  | 1  | 3               | 5  | 3  | 5  | 4  | 3  | 1                  | 2  | 1  | 2  | 3  | 3                    | 5  | 4  | 4  |
| 4                | 3  | 4  | 5  | 3  | 4  | 5               | 4  | 4  | 4  | 3  | 4  | 5                  | 3  | 5  | 3  | 4  | 3                    | 2  | 1  | 2  |
| 4                | 5  | 5  | 5  | 4  | 3  | 4               | 4  | 5  | 3  | 3  | 3  | 4                  | 4  | 5  | 3  | 4  | 4                    | 3  | 4  | 5  |
| 3                | 5  | 5  | 4  | 4  | 4  | 3               | 5  | 3  | 4  | 4  | 4  | 3                  | 5  | 4  | 5  | 3  | 1                    | 2  | 1  | 2  |
| 4                | 5  | 3  | 4  | 4  | 4  | 1               | 2  | 1  | 2  | 1  | 2  | 4                  | 3  | 4  | 4  | 4  | 3                    | 4  | 5  | 4  |
| 1                | 2  | 3  | 1  | 2  | 1  | 2               | 1  | 2  | 1  | 1  | 2  | 2                  | 3  | 1  | 1  | 2  | 2                    | 1  | 1  | 1  |
| 3                | 5  | 4  | 3  | 5  | 5  | 5               | 4  | 3  | 3  | 3  | 5  | 4                  | 5  | 3  | 5  | 3  | 3                    | 3  | 5  | 5  |
| 4                | 4  | 3  | 4  | 4  | 5  | 3               | 5  | 4  | 5  | 5  | 2  | 5                  | 3  | 4  | 4  | 4  | 4                    | 3  | 5  | 3  |
| 4                | 3  | 3  | 4  | 5  | 4  | 1               | 2  | 2  | 1  | 3  | 2  | 3                  | 2  | 3  | 3  | 1  | 1                    | 2  | 2  | 3  |
| 1                | 3  | 1  | 2  | 3  | 3  | 5               | 4  | 5  | 3  | 4  | 3  | 4                  | 3  | 5  | 5  | 3  | 3                    | 5  | 4  | 4  |
| 4                | 5  | 4  | 3  | 4  | 4  | 3               | 4  | 3  | 3  | 5  | 4  | 3                  | 4  | 4  | 3  | 5  | 4                    | 3  | 4  | 5  |
| 4                | 4  | 3  | 5  | 4  | 4  | 2               | 1  | 2  | 1  | 1  | 2  | 4                  | 4  | 3  | 5  | 4  | 4                    | 4  | 5  | 3  |
| 3                | 4  | 5  | 4  | 5  | 4  | 3               | 4  | 4  | 4  | 5  | 4  | 4                  | 3  | 4  | 4  | 5  | 3                    | 3  | 5  | 5  |
| 3                | 4  | 4  | 3  | 3  | 4  | 3               | 4  | 4  | 3  | 4  | 4  | 3                  | 3  | 4  | 5  | 5  | 4                    | 5  | 5  | 3  |
| 5                | 1  | 2  | 3  | 1  | 2  | 3               | 5  | 3  | 3  | 5  | 5  | 1                  | 3  | 2  | 2  | 3  | 1                    | 3  | 2  | 3  |
| 4                | 5  | 5  | 3  | 2  | 4  | 4               | 4  | 3  | 3  | 3  | 4  | 3                  | 4  | 5  | 5  | 3  | 2                    | 3  | 3  | 5  |
| 3                | 4  | 3  | 3  | 4  | 4  | 3               | 4  | 3  | 3  | 5  | 4  | 3                  | 4  | 4  | 5  | 4  | 5                    | 5  | 3  | 3  |
| 1                | 2  | 2  | 3  | 1  | 2  | 2               | 1  | 1  | 2  | 1  | 1  | 2                  | 1  | 2  | 2  | 1  | 2                    | 1  | 2  | 2  |
| 3                | 5  | 4  | 5  | 3  | 4  | 4               | 4  | 1  | 3  | 2  | 4  | 3                  | 5  | 3  | 5  | 4  | 5                    | 3  | 3  | 5  |
| 3                | 5  | 3  | 5  | 3  | 4  | 3               | 5  | 3  | 3  | 5  | 5  | 3                  | 2  | 3  | 3  | 1  | 4                    | 5  | 4  | 3  |
| 3                | 2  | 2  | 1  | 2  | 4  | 4               | 3  | 4  | 5  | 4  | 4  | 5                  | 3  | 4  | 4  | 4  | 1                    | 2  | 3  | 3  |
| 4                | 3  | 3  | 5  | 4  | 5  | 3               | 5  | 3  | 4  | 3  | 5  | 4                  | 3  | 4  | 5  | 4  | 4                    | 4  | 5  | 3  |

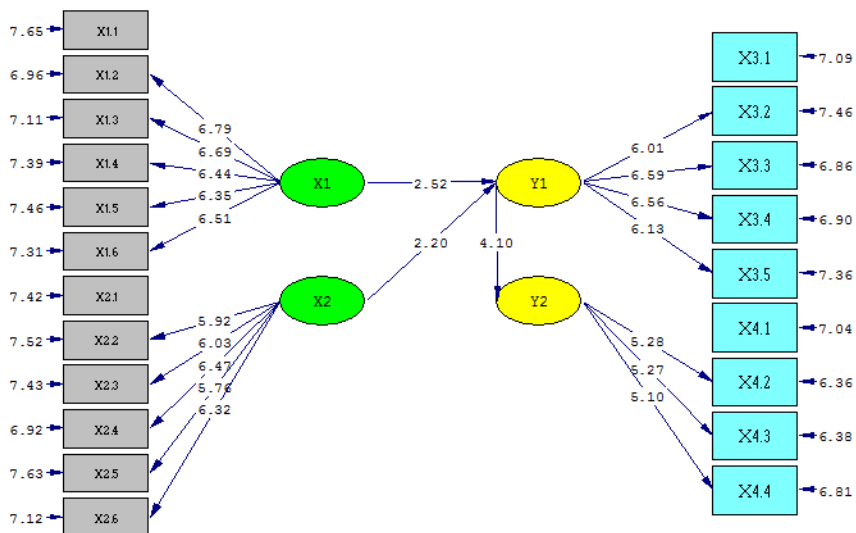
| Brand Experience |    |    |    |    |    | Service Quality |    |    |    |    |    | Brand Satisfaction |    |    |    |    | Repurchase Intention |    |    |    |
|------------------|----|----|----|----|----|-----------------|----|----|----|----|----|--------------------|----|----|----|----|----------------------|----|----|----|
| X1               | X1 | X1 | X1 | X1 | X1 | X2              | X2 | X2 | X2 | X2 | X2 | Y1                 | Y1 | Y1 | Y1 | Y1 | Y2                   | X2 | Y2 | Y2 |
| 1                | 1  | 1  | 1  | 1  | 1  | 1               | 1  | 1  | 1  | 1  | 1  | 1                  | 1  | 1  | 1  | 1  | 1                    | 2  | 2  | 2  |
| 1                | 2  | 3  | 4  | 5  | 6  | 1               | 2  | 3  | 4  | 5  | 6  | 1                  | 2  | 3  | 4  | 5  | 1                    | 2  | 3  | 4  |
| 5                | 3  | 3  | 5  | 4  | 3  | 5               | 3  | 5  | 3  | 4  | 3  | 1                  | 3  | 2  | 3  | 2  | 2                    | 4  | 2  | 1  |
| 1                | 2  | 2  | 3  | 2  | 5  | 1               | 3  | 3  | 2  | 3  | 3  | 3                  | 2  | 3  | 3  | 2  | 3                    | 3  | 2  | 3  |
| 1                | 2  | 3  | 4  | 2  | 4  | 5               | 3  | 4  | 2  | 3  | 4  | 2                  | 1  | 2  | 2  | 3  | 5                    | 3  | 4  | 4  |
| 5                | 4  | 4  | 5  | 3  | 2  | 5               | 3  | 3  | 4  | 3  | 5  | 1                  | 2  | 3  | 3  | 3  | 5                    | 4  | 3  | 4  |
| 3                | 2  | 3  | 2  | 1  | 1  | 4               | 3  | 5  | 3  | 5  | 3  | 3                  | 3  | 5  | 4  | 5  | 3                    | 5  | 4  | 4  |
| 4                | 4  | 5  | 4  | 3  | 4  | 1               | 2  | 1  | 2  | 1  | 2  | 3                  | 3  | 5  | 5  | 4  | 3                    | 3  | 5  | 5  |
| 2                | 4  | 4  | 3  | 2  | 2  | 5               | 5  | 3  | 4  | 3  | 4  | 5                  | 4  | 4  | 4  | 3  | 5                    | 3  | 5  | 3  |
| 4                | 4  | 3  | 3  | 4  | 4  | 3               | 5  | 4  | 3  | 3  | 5  | 4                  | 4  | 5  | 4  | 3  | 4                    | 4  | 5  | 3  |
| 1                | 2  | 1  | 2  | 2  | 1  | 3               | 4  | 4  | 4  | 3  | 5  | 4                  | 3  | 3  | 4  | 5  | 2                    | 3  | 2  | 2  |
| 3                | 4  | 4  | 5  | 4  | 4  | 5               | 3  | 3  | 3  | 5  | 4  | 3                  | 3  | 4  | 5  | 5  | 3                    | 4  | 5  | 3  |
| 3                | 4  | 4  | 4  | 3  | 4  | 3               | 3  | 5  | 5  | 3  | 4  | 3                  | 4  | 5  | 5  | 3  | 3                    | 5  | 3  | 5  |
| 1                | 2  | 3  | 2  | 2  | 4  | 1               | 2  | 1  | 2  | 3  | 1  | 4                  | 4  | 4  | 5  | 3  | 4                    | 5  | 3  | 4  |
| 4                | 5  | 4  | 4  | 4  | 3  | 5               | 3  | 4  | 3  | 3  | 5  | 2                  | 3  | 2  | 2  | 3  | 1                    | 2  | 3  | 2  |
| 2                | 1  | 1  | 2  | 1  | 2  | 3               | 2  | 3  | 2  | 3  | 2  | 1                  | 2  | 3  | 2  | 3  | 2                    | 3  | 3  | 2  |
| 4                | 4  | 4  | 4  | 3  | 4  | 3               | 4  | 4  | 4  | 4  | 4  | 5                  | 4  | 4  | 4  | 3  | 5                    | 3  | 4  | 4  |
| 5                | 3  | 3  | 4  | 4  | 3  | 5               | 3  | 5  | 3  | 4  | 3  | 1                  | 2  | 2  | 3  | 2  | 3                    | 1  | 2  | 2  |
| 3                | 4  | 3  | 5  | 4  | 4  | 4               | 4  | 3  | 5  | 3  | 4  | 4                  | 5  | 3  | 3  | 5  | 2                    | 3  | 2  | 1  |
| 5                | 3  | 4  | 5  | 4  | 3  | 5               | 3  | 4  | 5  | 4  | 3  | 5                  | 3  | 4  | 4  | 4  | 5                    | 4  | 3  | 4  |
| 2                | 1  | 2  | 4  | 3  | 2  | 5               | 5  | 3  | 4  | 4  | 4  | 5                  | 5  | 3  | 3  | 4  | 2                    | 1  | 2  | 3  |
| 3                | 3  | 4  | 5  | 5  | 4  | 3               | 3  | 5  | 5  | 4  | 4  | 3                  | 5  | 4  | 3  | 5  | 3                    | 5  | 4  | 4  |
| 1                | 3  | 2  | 2  | 1  | 2  | 1               | 1  | 1  | 1  | 1  | 2  | 2                  | 3  | 3  | 3  | 1  | 2                    | 2  | 2  | 2  |
| 1                | 4  | 4  | 3  | 2  | 2  | 1               | 2  | 3  | 2  | 3  | 2  | 1                  | 2  | 2  | 2  | 3  | 4                    | 4  | 3  | 5  |
| 3                | 4  | 5  | 4  | 3  | 5  | 3               | 3  | 4  | 5  | 3  | 5  | 3                  | 5  | 5  | 3  | 4  | 5                    | 4  | 3  | 4  |
| 3                | 2  | 1  | 4  | 2  | 2  | 5               | 5  | 3  | 3  | 4  | 4  | 2                  | 1  | 2  | 4  | 3  | 5                    | 5  | 3  | 3  |
| 4                | 5  | 4  | 3  | 4  | 4  | 4               | 3  | 4  | 3  | 4  | 4  | 1                  | 2  | 3  | 2  | 2  | 4                    | 4  | 4  | 4  |
| 3                | 3  | 5  | 4  | 4  | 3  | 5               | 3  | 5  | 5  | 3  | 3  | 2                  | 2  | 1  | 2  | 1  | 5                    | 2  | 3  | 2  |
| 4                | 5  | 4  | 3  | 3  | 3  | 4               | 4  | 4  | 3  | 3  | 4  | 4                  | 5  | 4  | 4  | 3  | 4                    | 5  | 4  | 3  |
| 2                | 1  | 2  | 1  | 2  | 1  | 2               | 3  | 1  | 2  | 3  | 1  | 2                  | 3  | 3  | 2  | 1  | 1                    | 2  | 2  | 1  |
| 4                | 4  | 5  | 5  | 3  | 3  | 3               | 4  | 3  | 4  | 5  | 5  | 1                  | 2  | 3  | 2  | 3  | 4                    | 4  | 3  | 5  |
| 3                | 4  | 3  | 4  | 4  | 2  | 1               | 2  | 1  | 2  | 1  | 2  | 4                  | 3  | 5  | 4  | 4  | 5                    | 4  | 3  | 4  |
| 2                | 1  | 2  | 4  | 2  | 3  | 5               | 4  | 3  | 4  | 4  | 4  | 1                  | 2  | 2  | 5  | 4  | 3                    | 2  | 1  | 2  |
| 3                | 3  | 4  | 4  | 3  | 4  | 3               | 5  | 4  | 3  | 4  | 3  | 3                  | 4  | 4  | 4  | 5  | 3                    | 5  | 3  | 5  |
| 1                | 2  | 1  | 2  | 2  | 2  | 5               | 3  | 3  | 4  | 4  | 5  | 3                  | 3  | 5  | 5  | 4  | 5                    | 4  | 3  | 4  |
| 4                | 2  | 2  | 4  | 1  | 2  | 3               | 4  | 3  | 4  | 3  | 5  | 4                  | 4  | 3  | 4  | 5  | 3                    | 5  | 4  | 4  |

| Brand Experience |    |    |    |    |    | Service Quality |    |    |    |    |    | Brand Satisfaction |    |    |    |    | Repurchase Intention |    |    |    |
|------------------|----|----|----|----|----|-----------------|----|----|----|----|----|--------------------|----|----|----|----|----------------------|----|----|----|
| X1               | X1 | X1 | X1 | X1 | X1 | X2              | X2 | X2 | X2 | X2 | X2 | Y1                 | Y1 | Y1 | Y1 | Y1 | Y2                   | X2 | Y2 | Y2 |
| 1                | 2  | 3  | 4  | 5  | 6  | 1               | 2  | 3  | 4  | 5  | 6  | 1                  | 2  | 3  | 4  | 5  | 1                    | 2  | 3  | 4  |
| 1                | 2  | 1  | 1  | 1  | 1  | 2               | 1  | 1  | 2  | 2  | 1  | 2                  | 2  | 1  | 1  | 4  | 1                    | 2  | 1  | 2  |
| 3                | 4  | 3  | 2  | 1  | 2  | 4               | 3  | 3  | 5  | 5  | 4  | 4                  | 3  | 5  | 4  | 4  | 4                    | 5  | 4  | 3  |
| 1                | 2  | 4  | 4  | 3  | 3  | 3               | 5  | 3  | 4  | 4  | 4  | 2                  | 1  | 2  | 3  | 2  | 3                    | 1  | 2  | 3  |
| 1                | 2  | 3  | 3  | 2  | 1  | 4               | 3  | 3  | 4  | 4  | 4  | 5                  | 3  | 3  | 4  | 5  | 2                    | 2  | 3  | 4  |
| 3                | 4  | 5  | 3  | 4  | 5  | 3               | 4  | 5  | 4  | 3  | 5  | 4                  | 4  | 3  | 5  | 4  | 4                    | 3  | 5  | 4  |
| 3                | 5  | 4  | 4  | 3  | 4  | 3               | 4  | 4  | 5  | 4  | 3  | 3                  | 2  | 2  | 1  | 3  | 2                    | 1  | 1  | 2  |
| 4                | 5  | 2  | 5  | 3  | 5  | 5               | 4  | 3  | 4  | 3  | 4  | 3                  | 5  | 4  | 3  | 5  | 4                    | 3  | 5  | 4  |
| 1                | 2  | 3  | 3  | 2  | 2  | 4               | 3  | 4  | 5  | 3  | 5  | 4                  | 4  | 5  | 3  | 4  | 4                    | 4  | 5  | 3  |
| 5                | 4  | 3  | 4  | 4  | 4  | 4               | 4  | 3  | 3  | 5  | 3  | 4                  | 4  | 4  | 4  | 4  | 3                    | 1  | 2  | 2  |
| 2                | 4  | 3  | 3  | 3  | 2  | 3               | 3  | 5  | 3  | 5  | 4  | 3                  | 2  | 1  | 3  | 3  | 5                    | 5  | 3  | 3  |
| 3                | 4  | 4  | 4  | 4  | 5  | 3               | 4  | 4  | 5  | 4  | 3  | 4                  | 3  | 4  | 5  | 4  | 4                    | 3  | 2  | 2  |
| 3                | 2  | 3  | 2  | 1  | 3  | 4               | 3  | 3  | 3  | 5  | 4  | 3                  | 3  | 5  | 4  | 5  | 5                    | 5  | 3  | 3  |
| 4                | 4  | 5  | 4  | 3  | 4  | 3               | 4  | 3  | 5  | 4  | 4  | 3                  | 5  | 4  | 5  | 3  | 4                    | 2  | 3  | 4  |
| 1                | 2  | 1  | 2  | 2  | 1  | 1               | 2  | 1  | 2  | 2  | 1  | 2                  | 3  | 1  | 3  | 1  | 1                    | 2  | 3  | 2  |
| 3                | 5  | 3  | 4  | 4  | 5  | 5               | 4  | 5  | 3  | 3  | 3  | 4                  | 4  | 5  | 4  | 3  | 5                    | 4  | 4  | 3  |
| 3                | 4  | 5  | 4  | 3  | 4  | 3               | 4  | 3  | 5  | 4  | 3  | 3                  | 4  | 4  | 4  | 3  | 4                    | 4  | 3  | 4  |
| 5                | 5  | 4  | 3  | 4  | 3  | 4               | 3  | 3  | 3  | 5  | 4  | 4                  | 3  | 4  | 5  | 4  | 3                    | 4  | 3  | 5  |
| 3                | 4  | 4  | 4  | 5  | 3  | 4               | 4  | 3  | 3  | 3  | 5  | 4                  | 3  | 4  | 5  | 4  | 5                    | 4  | 3  | 4  |
| 5                | 4  | 5  | 3  | 2  | 5  | 5               | 3  | 3  | 5  | 4  | 4  | 4                  | 4  | 5  | 3  | 4  | 3                    | 4  | 5  | 4  |
| 1                | 1  | 1  | 1  | 1  | 2  | 2               | 1  | 1  | 1  | 1  | 1  | 1                  | 2  | 2  | 1  | 1  | 2                    | 2  | 1  | 3  |
| 3                | 4  | 4  | 2  | 1  | 2  | 3               | 3  | 4  | 4  | 5  | 4  | 2                  | 2  | 3  | 1  | 2  | 5                    | 3  | 4  | 4  |
| 4                | 3  | 4  | 4  | 4  | 3  | 5               | 3  | 3  | 5  | 4  | 4  | 4                  | 4  | 3  | 4  | 5  | 4                    | 4  | 3  | 4  |
| 3                | 5  | 3  | 3  | 3  | 5  | 3               | 3  | 4  | 4  | 5  | 4  | 3                  | 3  | 4  | 5  | 5  | 5                    | 4  | 3  | 4  |
| 4                | 5  | 4  | 5  | 3  | 3  | 4               | 4  | 4  | 4  | 4  | 4  | 4                  | 4  | 4  | 4  | 4  | 4                    | 4  | 4  | 4  |
| 4                | 4  | 3  | 3  | 4  | 5  | 4               | 3  | 5  | 5  | 3  | 3  | 3                  | 2  | 1  | 2  | 1  | 3                    | 5  | 5  | 3  |
| 5                | 2  | 5  | 3  | 3  | 4  | 3               | 4  | 4  | 4  | 4  | 4  | 4                  | 3  | 5  | 4  | 4  | 4                    | 4  | 4  | 4  |
| 3                | 5  | 4  | 4  | 4  | 4  | 4               | 4  | 4  | 5  | 4  | 3  | 3                  | 2  | 3  | 1  | 2  | 3                    | 2  | 2  | 4  |
| 2                | 3  | 2  | 1  | 3  | 2  | 3               | 5  | 3  | 3  | 5  | 4  | 3                  | 5  | 4  | 5  | 3  | 3                    | 4  | 4  | 5  |
| 3                | 3  | 3  | 5  | 5  | 5  | 5               | 4  | 3  | 5  | 4  | 3  | 5                  | 5  | 3  | 4  | 3  | 5                    | 3  | 5  | 3  |
| 3                | 4  | 4  | 3  | 3  | 5  | 3               | 4  | 4  | 3  | 5  | 4  | 4                  | 4  | 4  | 5  | 3  | 4                    | 3  | 5  | 4  |
| 5                | 3  | 3  | 3  | 5  | 5  | 3               | 5  | 5  | 3  | 5  | 3  | 1                  | 1  | 2  | 3  | 4  | 4                    | 4  | 3  | 4  |
| 3                | 5  | 4  | 4  | 3  | 4  | 4               | 4  | 4  | 3  | 5  | 3  | 3                  | 4  | 4  | 4  | 5  | 4                    | 4  | 4  | 4  |
| 3                | 4  | 4  | 3  | 1  | 2  | 3               | 5  | 4  | 4  | 4  | 4  | 5                  | 4  | 4  | 4  | 3  | 5                    | 4  | 3  | 4  |
| 2                | 1  | 1  | 1  | 1  | 2  | 1               | 2  | 1  | 1  | 2  | 1  | 3                  | 5  | 3  | 4  | 3  | 5                    | 3  | 4  | 4  |

| Brand Experience |                  |                  |                  |                  |                  | Service Quality  |                  |                  |                  |                  |                  | Brand Satisfaction |                  |                  |                  |                  | Repurchase Intention |                  |                  |                  |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|------------------|------------------|------------------|------------------|----------------------|------------------|------------------|------------------|
| X<br>1<br>.<br>1 | X<br>1<br>.<br>2 | X<br>1<br>.<br>3 | X<br>1<br>.<br>4 | X<br>1<br>.<br>5 | X<br>1<br>.<br>6 | X<br>2<br>.<br>1 | X<br>2<br>.<br>2 | X<br>2<br>.<br>3 | X<br>2<br>.<br>4 | X<br>2<br>.<br>5 | X<br>2<br>.<br>6 | Y<br>1<br>.<br>1   | Y<br>1<br>.<br>2 | Y<br>1<br>.<br>3 | Y<br>1<br>.<br>4 | Y<br>1<br>.<br>5 | Y<br>2<br>.<br>1     | X<br>2<br>.<br>2 | Y<br>2<br>.<br>3 | Y<br>2<br>.<br>4 |
| 4                | 3                | 5                | 3                | 5                | 4                | 4                | 4                | 3                | 4                | 3                | 4                | 4                  | 3                | 3                | 5                | 5                | 4                    | 1                | 2                | 3                |
| 4                | 4                | 4                | 3                | 3                | 5                | 3                | 3                | 4                | 4                | 5                | 3                | 5                  | 3                | 3                | 5                | 4                | 5                    | 4                | 4                | 3                |
| 3                | 3                | 4                | 4                | 5                | 4                | 4                | 5                | 3                | 4                | 4                | 3                | 4                  | 5                | 4                | 3                | 4                | 4                    | 3                | 4                | 4                |
| 5                | 5                | 3                | 5                | 3                | 3                | 3                | 3                | 4                | 5                | 3                | 5                | 3                  | 4                | 5                | 3                | 3                | 2                    | 1                | 4                | 2                |
| 3                | 3                | 3                | 2                | 1                | 2                | 1                | 2                | 2                | 1                | 2                | 1                | 3                  | 5                | 3                | 4                | 5                | 2                    | 4                | 3                | 2                |
| 3                | 3                | 5                | 3                | 5                | 4                | 5                | 3                | 4                | 5                | 4                | 3                | 4                  | 5                | 4                | 4                | 3                | 4                    | 4                | 3                | 5                |
| 3                | 5                | 3                | 5                | 3                | 4                | 3                | 3                | 5                | 3                | 5                | 4                | 3                  | 5                | 4                | 5                | 4                | 3                    | 5                | 4                | 3                |
| 4                | 4                | 4                | 3                | 5                | 4                | 3                | 5                | 3                | 5                | 4                | 4                | 1                  | 1                | 2                | 1                | 1                | 4                    | 4                | 3                | 4                |
| 2                | 1                | 2                | 1                | 2                | 1                | 3                | 4                | 3                | 4                | 5                | 4                | 2                  | 2                | 4                | 3                | 3                | 4                    | 4                | 3                | 5                |
| 2                | 4                | 3                | 4                | 4                | 3                | 3                | 3                | 5                | 4                | 3                | 3                | 5                  | 3                | 4                | 3                | 5                | 3                    | 5                | 3                | 5                |
| 1                | 2                | 1                | 1                | 2                | 2                | 2                | 1                | 1                | 1                | 1                | 1                | 2                  | 2                | 1                | 1                | 1                | 2                    | 3                | 1                | 2                |
| 4                | 4                | 3                | 5                | 4                | 3                | 3                | 5                | 3                | 5                | 4                | 3                | 3                  | 4                | 5                | 4                | 5                | 3                    | 4                | 5                | 4                |
| 3                | 4                | 4                | 5                | 4                | 3                | 4                | 4                | 4                | 3                | 3                | 5                | 3                  | 4                | 4                | 3                | 5                | 4                    | 3                | 4                | 5                |
| 3                | 3                | 5                | 3                | 4                | 4                | 3                | 5                | 5                | 3                | 5                | 3                | 4                  | 4                | 3                | 4                | 5                | 5                    | 4                | 3                | 4                |
| 4                | 4                | 4                | 4                | 3                | 5                | 5                | 3                | 3                | 4                | 3                | 5                | 3                  | 5                | 4                | 4                | 4                | 2                    | 3                | 2                | 1                |
| 4                | 3                | 5                | 3                | 3                | 5                | 3                | 5                | 3                | 4                | 5                | 4                | 3                  | 4                | 4                | 4                | 5                | 2                    | 3                | 4                | 1                |

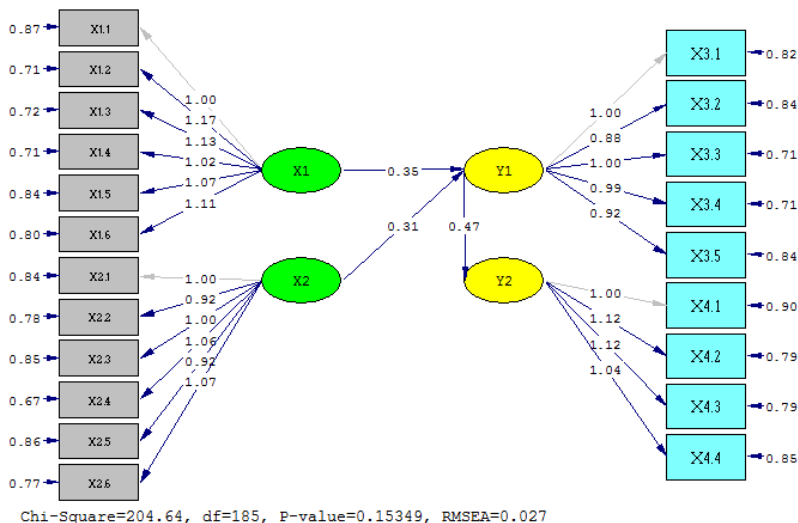
## Lampiran 4 : Path Diagram

### T-Value

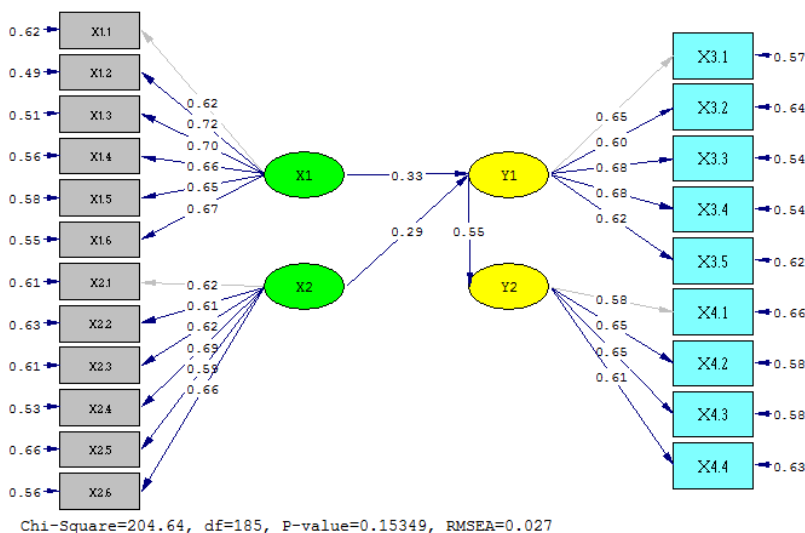


Chi-Square=204.64, df=185, P-value=0.15349, RMSEA=0.027

## Estimate



## Standardized Solution



## Lampiran 5 : Uji Validitas

Variable    Mean   St. Dev.   T-Value   Skewness   Kurtosis   Minimum Freq.  
Maximum Freq.

|       |       |       |       |        |        |        |       |          |
|-------|-------|-------|-------|--------|--------|--------|-------|----------|
| ----- | ----- | ----- | ----- | -----  | -----  | -----  | ----- | -----    |
| 19    | X1.1  | 3.160 | 1.188 | 32.587 | 0.004  | -0.620 | 1.179 | 21 5.204 |
| 27    | X1.2  | 3.360 | 1.206 | 34.134 | -0.128 | -0.633 | 1.018 | 12 5.198 |
| 24    | X1.3  | 3.313 | 1.188 | 34.160 | -0.081 | -0.643 | 1.171 | 16 5.203 |
| 25    | X1.4  | 3.380 | 1.127 | 36.723 | -0.115 | -0.551 | 1.145 | 11 5.146 |
| 22    | X1.5  | 3.153 | 1.208 | 31.967 | -0.046 | -0.662 | 1.021 | 17 5.124 |
| 23    | X1.6  | 3.293 | 1.213 | 33.263 | -0.093 | -0.619 | 1.069 | 15 5.249 |
| 29    | X2.1  | 3.360 | 1.172 | 35.121 | -0.072 | -0.655 | 1.222 | 16 5.119 |
| 33    | X2.2  | 3.520 | 1.110 | 38.854 | -0.179 | -0.594 | 1.147 | 8 5.089  |
| 26    | X2.3  | 3.373 | 1.179 | 35.044 | -0.054 | -0.675 | 1.299 | 18 5.212 |
| 28    | X2.4  | 3.427 | 1.125 | 37.293 | -0.126 | -0.581 | 1.188 | 11 5.124 |
| 29    | X2.5  | 3.447 | 1.144 | 36.893 | -0.101 | -0.641 | 1.289 | 14 5.159 |
| 31    | X2.6  | 3.553 | 1.173 | 37.095 | -0.163 | -0.645 | 1.340 | 14 5.264 |
| 20    | Y1.1  | 3.187 | 1.195 | 32.660 | -0.029 | -0.637 | 1.139 | 19 5.203 |
| 28    | Y1.2  | 3.340 | 1.146 | 35.697 | -0.126 | -0.592 | 0.905 | 8 5.060  |
| 30    | Y1.3  | 3.493 | 1.145 | 37.352 | -0.160 | -0.614 | 1.214 | 11 5.175 |
| 34    | Y1.4  | 3.527 | 1.145 | 37.718 | -0.199 | -0.635 | 1.081 | 8 5.123  |
| 28    | Y1.5  | 3.447 | 1.167 | 36.159 | -0.111 | -0.658 | 1.292 | 15 5.212 |
| 29    | Y2.1  | 3.407 | 1.165 | 35.817 | -0.142 | -0.632 | 1.096 | 11 5.134 |

|      |       |       |        |        |        |       |    |       |
|------|-------|-------|--------|--------|--------|-------|----|-------|
| Y2.2 | 3.347 | 1.170 | 35.032 | -0.109 | -0.608 | 1.121 | 13 | 5.178 |
| 25   |       |       |        |        |        |       |    |       |
| Y2.3 | 3.380 | 1.168 | 35.436 | -0.143 | -0.648 | 1.057 | 11 | 5.071 |
| 31   |       |       |        |        |        |       |    |       |
| Y2.4 | 3.393 | 1.164 | 35.712 | -0.136 | -0.620 | 1.086 | 11 | 5.142 |
| 28   |       |       |        |        |        |       |    |       |

Lampiran 6: Uji Reliabilitas

$$CR\ (Construct\ Reliability) = \frac{(\sum \lambda)^2}{(\sum \lambda)^2 + \sum (1 - \lambda^2)}$$

1. Brand Experience

| Indikator | Loading Standarize<br>(λ) | λ <sup>2</sup> | Measurement<br>Error<br>(1- λ <sup>2</sup> ) |
|-----------|---------------------------|----------------|----------------------------------------------|
| X1.1      | 0,62                      | 0,3844         | 0,6156                                       |
| X1.2      | 0,72                      | 0,5184         | 0,4816                                       |
| X1.3      | 0,70                      | 0,49           | 0,51                                         |
| X1.4      | 0,66                      | 0,4356         | 0,5644                                       |
| X1.5      | 0,65                      | 0,4225         | 0,5775                                       |
| X1.6      | 0,67                      | 0,4489         | 0,5511                                       |
| Σ         | 16.1604                   | -              | 3,3002                                       |

$$CR\ (X1) = \frac{(16,1604)^2}{(16,1604)^2 + (3.3002)} = 0,830$$

2. Service Quality

| Indikator | Loading Standarize<br>(λ) | λ <sup>2</sup> | Measurement<br>Error<br>(1- λ <sup>2</sup> ) |
|-----------|---------------------------|----------------|----------------------------------------------|
| X2.1      | 0,62                      | 0,3844         | 0,6156                                       |
| X2.2      | 0,61                      | 0,3721         | 0,6279                                       |
| X2.3      | 0,62                      | 0,3844         | 0,6156                                       |
| X2.4      | 0,69                      | 0,4761         | 0,5239                                       |
| X2.5      | 0,59                      | 0,3481         | 0,6519                                       |
| X2.6      | 0,66                      | 0,4356         | 0,55644                                      |
| Σ         | 14,3614                   | -              | 3,5993                                       |

$$CR\ (X2) = \frac{(14,3614)^2}{(14,3614)^2 + (3.5993)} = 0,800$$

### 3. Brand Satisfaction

| Indikator | Loading Standarize<br>( $\lambda$ ) | $\lambda^2$ | Measurement<br>Error<br>( $1 - \lambda^2$ ) |
|-----------|-------------------------------------|-------------|---------------------------------------------|
| Y1.1      | 0,65                                | 0,4225      | 0,5775                                      |
| Y1.2      | 0,60                                | 0,36        | 0,64                                        |
| Y1.3      | 0,68                                | 0,4624      | 0,5376                                      |
| Y1.4      | 0,68                                | 0,4624      | 0,5376                                      |
| Y1.5      | 0,62                                | 0,3844      | 0,6156                                      |
| $\Sigma$  | 10,4329                             | -           | 2,9083                                      |

$$CR (Y1) = \frac{(10,4329)^2}{(10,4329)^2 + (2,9083)} = 0,782$$

### 4. Brand Experience

| Indikator | Loading Standarize<br>( $\lambda$ ) | $\lambda^2$ | Measurement<br>Error<br>( $1 - \lambda^2$ ) |
|-----------|-------------------------------------|-------------|---------------------------------------------|
| Y2.1      | 0,58                                | 0,3364      | 0,6636                                      |
| Y2.2      | 0,65                                | 0,4225      | 0,5775                                      |
| Y2.3      | 0,65                                | 0,4225      | 0,5775                                      |
| Y2.4      | 0,61                                | 0,3721      | 0,6279                                      |
| $\Sigma$  | 6,2001                              | -           | 2,4465                                      |

$$CR (Y2) = \frac{(6,2001)^2}{(6,2001)^2 + (2,4465)} = 0,717$$

Lampiran 7 : Uji Normalitas

Test of Univariate Normality for Continuous Variables

| Skewness |         |         | Kurtosis |         | Skewness and Kurtosis |         |
|----------|---------|---------|----------|---------|-----------------------|---------|
| Variable | Z-Score | P-Value | Z-Score  | P-Value | Chi-Square            | P-Value |
| X1.1     | 0.022   | 0.983   | -2.127   | 0.033   | 4.522                 | 0.104   |
| X1.2     | -0.661  | 0.508   | -2.194   | 0.028   | 5.250                 | 0.072   |
| X1.3     | -0.419  | 0.675   | -2.250   | 0.024   | 5.239                 | 0.073   |
| X1.4     | -0.591  | 0.555   | -1.782   | 0.075   | 3.524                 | 0.172   |
| X1.5     | -0.237  | 0.813   | -2.355   | 0.019   | 5.604                 | 0.061   |
| X1.6     | -0.481  | 0.631   | -2.120   | 0.034   | 4.725                 | 0.094   |
| X2.1     | -0.372  | 0.710   | -2.314   | 0.021   | 5.495                 | 0.064   |
| X2.2     | -0.919  | 0.358   | -1.994   | 0.046   | 4.820                 | 0.090   |
| X2.3     | -0.279  | 0.781   | -2.425   | 0.015   | 5.958                 | 0.051   |
| X2.4     | -0.648  | 0.517   | -1.924   | 0.054   | 4.123                 | 0.127   |
| X2.5     | -0.520  | 0.603   | -2.236   | 0.025   | 5.272                 | 0.072   |
| X2.6     | -0.841  | 0.401   | -2.262   | 0.024   | 5.822                 | 0.054   |
| Y1.1     | -0.148  | 0.883   | -2.214   | 0.027   | 4.926                 | 0.085   |
| Y1.2     | -0.649  | 0.516   | -1.984   | 0.047   | 4.356                 | 0.113   |
| Y1.3     | -0.824  | 0.410   | -2.096   | 0.036   | 5.072                 | 0.079   |
| Y1.4     | -1.020  | 0.308   | -2.205   | 0.027   | 5.900                 | 0.052   |
| Y1.5     | -0.574  | 0.566   | -2.332   | 0.020   | 5.766                 | 0.056   |
| Y2.1     | -0.732  | 0.464   | -2.189   | 0.029   | 5.329                 | 0.070   |
| Y2.2     | -0.560  | 0.575   | -2.065   | 0.039   | 4.578                 | 0.101   |
| Y2.3     | -0.737  | 0.461   | -2.275   | 0.023   | 5.720                 | 0.057   |
| Y2.4     | -0.701  | 0.483   | -2.125   | 0.034   | 5.005                 | 0.082   |

Relative Multivariate Kurtosis = 0.967

Test of Multivariate Normality for Continuous Variables

| Skewness |         |         | Kurtosis |         | Skewness and Kurtosis |                    |
|----------|---------|---------|----------|---------|-----------------------|--------------------|
| Value    | Z-Score | P-Value | Value    | Z-Score | P-Value               | Chi-Square P-Value |
| -----    | -----   | -----   | -----    | -----   | -----                 | -----              |
| 69.399   | -0.598  | 0.550   | 467.152  | -2.016  | 0.044                 | 4.424 0.110        |

**Lampiran 8 : Hasil Output Lisrel**

THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY TO  
REPURCHASE INTENTION THROUGH BRAND SATISFACTION  
OBSERVED VARIABLE X1.1 X1.2 X1.3 X1.4 X1.5 X1.6 X2.1 X2.2  
X2.3 X2.4 X2.5 X2.6 X3.1 X3.2 X3.3 X3.4 X3.5 X4.1 X4.2 X4.3 X4.4  
COVARIANCE MATRIX FROM FILE I:/DATASKRIPSI01.COV  
SAMPLE SIZE 150  
LATENT VARIABLES X1 X2 Y1 Y2  
RELATIONSHIPS:  
X1.1=1\*X1  
X1.2-X1.6=X1  
X2.1=1\*X2  
X2.2-X2.6=X2  
X3.1=1\*Y1  
X3.2-X3.5=Y1  
X4.1=1\*Y2  
X4.2-X4.4=Y2  
Y1=X1 X2  
Y2=Y1  
SET ERROR VARIANCE OF X12 TO 0  
SET ERROR VARIANCE OF Y9 TO 0  
OPTIONS:SS SC EF RS  
PATH DIAGRAM  
END OF PROBLEM

Sample Size = 150

THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY  
TO REPURCHASE INTENTION THRO

Covariance Matrix

|      | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X4.1 |
|------|------|------|------|------|------|------|
| X3.1 | 1.43 |      |      |      |      |      |
| X3.2 | 0.57 | 1.31 |      |      |      |      |
| X3.3 | 0.61 | 0.51 | 1.31 |      |      |      |
| X3.4 | 0.59 | 0.55 | 0.66 | 1.31 |      |      |
| X3.5 | 0.53 | 0.54 | 0.56 | 0.54 | 1.36 |      |
| X4.1 | 0.22 | 0.13 | 0.15 | 0.32 | 0.15 | 1.36 |

|      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|
| X4.2 | 0.16 | 0.17 | 0.31 | 0.35 | 0.35 | 0.55 |
| X4.3 | 0.48 | 0.39 | 0.37 | 0.39 | 0.36 | 0.42 |
| X4.4 | 0.23 | 0.25 | 0.27 | 0.25 | 0.26 | 0.60 |
| X1.1 | 0.26 | 0.23 | 0.33 | 0.14 | 0.26 | 0.13 |
| X1.2 | 0.38 | 0.39 | 0.32 | 0.29 | 0.24 | 0.28 |
| X1.3 | 0.43 | 0.36 | 0.33 | 0.32 | 0.32 | 0.24 |
| X1.4 | 0.21 | 0.20 | 0.18 | 0.18 | 0.33 | 0.19 |
| X1.5 | 0.46 | 0.25 | 0.12 | 0.27 | 0.19 | 0.23 |
| X1.6 | 0.45 | 0.27 | 0.23 | 0.44 | 0.24 | 0.31 |
| X2.1 | 0.32 | 0.14 | 0.20 | 0.16 | 0.28 | 0.28 |
| X2.2 | 0.23 | 0.25 | 0.23 | 0.21 | 0.31 | 0.24 |
| X2.3 | 0.23 | 0.12 | 0.29 | 0.13 | 0.26 | 0.28 |
| X2.4 | 0.45 | 0.20 | 0.29 | 0.09 | 0.31 | 0.15 |
| X2.5 | 0.19 | 0.04 | 0.21 | 0.27 | 0.35 | 0.26 |
| X2.6 | 0.34 | 0.23 | 0.44 | 0.34 | 0.39 | 0.20 |

Covariance Matrix

|       | X4.2  | X4.3  | X4.4  | X1.1  | X1.2  | X1.3  |
|-------|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| X4.2  | 1.37  |       |       |       |       |       |
| X4.3  | 0.60  | 1.36  |       |       |       |       |
| X4.4  | 0.51  | 0.49  | 1.35  |       |       |       |
| X1.1  | 0.19  | 0.28  | 0.20  | 1.41  |       |       |
| X1.2  | 0.24  | 0.46  | 0.35  | 0.58  | 1.45  |       |
| X1.3  | 0.05  | 0.35  | 0.36  | 0.58  | 0.80  | 1.41  |
| X1.4  | 0.08  | 0.17  | 0.08  | 0.62  | 0.67  | 0.52  |
| X1.5  | 0.04  | 0.30  | 0.34  | 0.59  | 0.61  | 0.62  |
| X1.6  | 0.07  | 0.35  | 0.17  | 0.58  | 0.72  | 0.71  |
| X2.1  | 0.07  | 0.12  | 0.04  | 0.42  | 0.32  | 0.26  |
| X2.2  | 0.15  | 0.20  | 0.16  | 0.30  | 0.21  | 0.29  |
| X2.3  | 0.35  | 0.24  | 0.21  | 0.33  | 0.34  | 0.36  |
| X2.4  | 0.14  | 0.17  | 0.15  | 0.38  | 0.34  | 0.50  |
| X2.5  | 0.35  | 0.14  | 0.25  | 0.33  | 0.23  | 0.28  |
| X2.6  | 0.31  | 0.29  | 0.25  | 0.44  | 0.41  | 0.41  |

Covariance Matrix

|       | X1.4  | X1.5  | X1.6  | X2.1  | X2.2  | X2.3  |
|-------|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| X1.4  | 1.27  |       |       |       |       |       |

|      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|
| X1.5 | 0.68 | 1.46 |      |      |      |      |
| X1.6 | 0.53 | 0.68 | 1.47 |      |      |      |
| X2.1 | 0.49 | 0.32 | 0.35 | 1.37 |      |      |
| X2.2 | 0.34 | 0.36 | 0.32 | 0.43 | 1.23 |      |
| X2.3 | 0.34 | 0.36 | 0.35 | 0.58 | 0.49 | 1.39 |
| X2.4 | 0.45 | 0.34 | 0.40 | 0.61 | 0.50 | 0.55 |
| X2.5 | 0.17 | 0.18 | 0.31 | 0.42 | 0.59 | 0.57 |
| X2.6 | 0.45 | 0.28 | 0.29 | 0.60 | 0.51 | 0.52 |

#### Covariance Matrix

|      | X2.4 | X2.5 | X2.6 |
|------|------|------|------|
| X2.4 | 1.27 |      |      |
| X2.5 | 0.49 | 1.31 |      |
| X2.6 | 0.61 | 0.49 | 1.38 |

### THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY TO REPURCHASE INTENTION THRO

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

#### Measurement Equations

$$X3.1 = 1.00 * Y1, \text{ Errorvar.} = 0.82, R^2 = 0.43$$

(0.12)  
7.09

$$X3.2 = 0.88 * Y1, \text{ Errorvar.} = 0.84, R^2 = 0.36$$

(0.15)                  (0.11)  
6.01                      7.46

$$X3.3 = 1.00 * Y1, \text{ Errorvar.} = 0.71, R^2 = 0.46$$

(0.15)                  (0.10)  
6.59                      6.86

$$\begin{array}{cc} X3.4 = 0.99*Y1, \text{Errorvar.} = 0.71, R^2 = 0.46 \\ (0.15) \quad (0.10) \\ 6.56 \quad 6.90 \end{array}$$

$$\begin{array}{cc} X3.5 = 0.92*Y1, \text{Errorvar.} = 0.84, R^2 = 0.38 \\ (0.15) \quad (0.11) \\ 6.13 \quad 7.36 \end{array}$$

$$\begin{array}{cc} X4.1 = 1.00*Y2, \text{Errorvar.} = 0.90, R^2 = 0.34 \\ (0.13) \\ 7.04 \end{array}$$

$$\begin{array}{cc} X4.2 = 1.12*Y2, \text{Errorvar.} = 0.79, R^2 = 0.42 \\ (0.21) \quad (0.12) \\ 5.28 \quad 6.36 \end{array}$$

$$\begin{array}{cc} X4.3 = 1.12*Y2, \text{Errorvar.} = 0.79, R^2 = 0.42 \\ (0.21) \quad (0.12) \\ 5.27 \quad 6.38 \end{array}$$

$$\begin{array}{cc} X4.4 = 1.04*Y2, \text{Errorvar.} = 0.85, R^2 = 0.37 \\ (0.20) \quad (0.13) \\ 5.10 \quad 6.81 \end{array}$$

$$\begin{array}{cc} X1.1 = 1.00*X1, \text{Errorvar.} = 0.87, R^2 = 0.38 \\ (0.11) \\ 7.65 \end{array}$$

$$\begin{array}{cc} X1.2 = 1.17*X1, \text{Errorvar.} = 0.71, R^2 = 0.51 \\ (0.17) \quad (0.10) \\ 6.79 \quad 6.96 \end{array}$$

$$\begin{array}{cc} X1.3 = 1.13*X1, \text{Errorvar.} = 0.72, R^2 = 0.49 \\ (0.17) \quad (0.10) \\ 6.69 \quad 7.11 \end{array}$$

$$\begin{array}{cc} X1.4 = 1.02*X1, \text{Errorvar.} = 0.71, R^2 = 0.44 \\ (0.16) \quad (0.096) \\ 6.44 \quad 7.39 \end{array}$$

$$X1.5 = 1.07 * X1, \text{ Errorvar.} = 0.84, R^2 = 0.42$$

|        |        |
|--------|--------|
| (0.17) | (0.11) |
| 6.35   | 7.46   |

$$X1.6 = 1.11 * X1, \text{ Errorvar.} = 0.80, R^2 = 0.45$$

|        |        |
|--------|--------|
| (0.17) | (0.11) |
| 6.51   | 7.31   |

$$X2.1 = 1.00 * X2, \text{ Errorvar.} = 0.84, R^2 = 0.39$$

|        |
|--------|
| (0.11) |
| 7.42   |

$$X2.2 = 0.92 * X2, \text{ Errorvar.} = 0.78, R^2 = 0.37$$

|        |        |
|--------|--------|
| (0.16) | (0.10) |
| 5.92   | 7.52   |

$$X2.3 = 1.00 * X2, \text{ Errorvar.} = 0.85, R^2 = 0.39$$

|        |        |
|--------|--------|
| (0.17) | (0.11) |
| 6.03   | 7.43   |

$$X2.4 = 1.06 * X2, \text{ Errorvar.} = 0.67, R^2 = 0.47$$

|        |         |
|--------|---------|
| (0.16) | (0.097) |
| 6.47   | 6.92    |

$$X2.5 = 0.92 * X2, \text{ Errorvar.} = 0.86, R^2 = 0.34$$

|        |        |
|--------|--------|
| (0.16) | (0.11) |
| 5.76   | 7.63   |

$$X2.6 = 1.07 * X2, \text{ Errorvar.} = 0.77, R^2 = 0.44$$

|        |        |
|--------|--------|
| (0.17) | (0.11) |
| 6.32   | 7.12   |

### Structural Equations

$$Y1 = 0.35 * X1 + 0.31 * X2, \text{ Errorvar.} = 0.43, R^2 = 0.30$$

|        |        |        |
|--------|--------|--------|
| (0.14) | (0.14) | (0.11) |
| 2.52   | 2.20   | 3.86   |

$$Y2 = 0.47 * Y1, \text{ Errorvar.} = 0.32, R^2 = 0.30$$

|        |        |
|--------|--------|
| (0.12) | (0.10) |
| 4.10   | 3.12   |

### Reduced Form Equations

$Y1 = 0.35 \cdot X1 + 0.31 \cdot X2$ , Errorvar.= 0.43,  $R^2 = 0.30$   

|        |        |
|--------|--------|
| (0.14) | (0.14) |
| 2.52   | 2.20   |

$Y2 = 0.17 \cdot X1 + 0.15 \cdot X2$ , Errorvar.= 0.42,  $R^2 = 0.090$   

|         |         |
|---------|---------|
| (0.073) | (0.072) |
| 2.27    | 2.03    |

### Covariance Matrix of Independent Variables

|    |        |        |
|----|--------|--------|
|    | X1     | X2     |
|    | -----  | -----  |
| X1 | 0.54   |        |
|    | (0.14) |        |
|    | 3.88   |        |
| X2 | 0.32   | 0.53   |
|    | (0.08) | (0.14) |
|    | 4.12   | 3.85   |

### Covariance Matrix of Latent Variables

|    |       |       |       |       |
|----|-------|-------|-------|-------|
|    | Y1    | Y2    | X1    | X2    |
|    | ----- | ----- | ----- | ----- |
| Y1 | 0.61  |       |       |       |
| Y2 | 0.29  | 0.46  |       |       |
| X1 | 0.29  | 0.14  | 0.54  |       |
| X2 | 0.27  | 0.13  | 0.32  | 0.53  |

### Goodness of Fit Statistics

Degrees of Freedom = 185

Minimum Fit Function Chi-Square = 214.63 (P = 0.067)  
Normal Theory Weighted Least Squares Chi-Square = 204.64 (P = 0.15)

Estimated Non-centrality Parameter (NCP) = 19.64  
90 Percent Confidence Interval for NCP = (0.0 ; 58.69)

Minimum Fit Function Value = 1.44  
Population Discrepancy Function Value (F0) = 0.13  
90 Percent Confidence Interval for F0 = (0.0 ; 0.39)  
Root Mean Square Error of Approximation (RMSEA) = 0.027  
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.046)  
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.98

Expected Cross-Validation Index (ECVI) = 1.99  
90 Percent Confidence Interval for ECVI = (1.86 ; 2.25)  
ECVI for Saturated Model = 3.10  
ECVI for Independence Model = 15.83

Chi-Square for Independence Model with 210 Degrees of Freedom = 2316.80

Independence AIC = 2358.80  
Model AIC = 296.64  
Saturated AIC = 462.00  
Independence CAIC = 2443.02  
Model CAIC = 481.13  
Saturated CAIC = 1388.46

Normed Fit Index (NFI) = 0.91  
Non-Normed Fit Index (NNFI) = 0.98  
Parsimony Normed Fit Index (PNFI) = 0.80  
Comparative Fit Index (CFI) = 0.99  
Incremental Fit Index (IFI) = 0.99  
Relative Fit Index (RFI) = 0.89

Critical N (CN) = 162.52

Root Mean Square Residual (RMR) = 0.083  
Standardized RMR = 0.061  
Goodness of Fit Index (GFI) = 0.88  
Adjusted Goodness of Fit Index (AGFI) = 0.86

Parsimony Goodness of Fit Index (PGFI) = 0.71

# THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY TO REPURCHASE INTENTION THRO

## Fitted Covariance Matrix

|       | X3.1  | X3.2  | X3.3  | X3.4  | X3.5  | X4.1  |
|-------|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| X3.1  | 1.43  |       |       |       |       |       |
| X3.2  | 0.54  | 1.31  |       |       |       |       |
| X3.3  | 0.61  | 0.54  | 1.31  |       |       |       |
| X3.4  | 0.61  | 0.53  | 0.60  | 1.31  |       |       |
| X3.5  | 0.56  | 0.50  | 0.56  | 0.56  | 1.36  |       |
| X4.1  | 0.29  | 0.26  | 0.29  | 0.29  | 0.27  | 1.36  |
| X4.2  | 0.32  | 0.29  | 0.32  | 0.32  | 0.30  | 0.51  |
| X4.3  | 0.32  | 0.29  | 0.32  | 0.32  | 0.30  | 0.51  |
| X4.4  | 0.30  | 0.27  | 0.30  | 0.30  | 0.28  | 0.48  |
| X1.1  | 0.29  | 0.25  | 0.28  | 0.28  | 0.26  | 0.14  |
| X1.2  | 0.34  | 0.30  | 0.33  | 0.33  | 0.31  | 0.16  |
| X1.3  | 0.32  | 0.29  | 0.32  | 0.32  | 0.30  | 0.15  |
| X1.4  | 0.29  | 0.26  | 0.29  | 0.29  | 0.27  | 0.14  |
| X1.5  | 0.31  | 0.27  | 0.30  | 0.30  | 0.28  | 0.15  |
| X1.6  | 0.32  | 0.28  | 0.32  | 0.31  | 0.29  | 0.15  |
| X2.1  | 0.27  | 0.24  | 0.27  | 0.27  | 0.25  | 0.13  |
| X2.2  | 0.25  | 0.22  | 0.25  | 0.25  | 0.23  | 0.12  |
| X2.3  | 0.28  | 0.24  | 0.27  | 0.27  | 0.25  | 0.13  |
| X2.4  | 0.29  | 0.26  | 0.29  | 0.29  | 0.27  | 0.14  |
| X2.5  | 0.25  | 0.22  | 0.25  | 0.25  | 0.23  | 0.12  |
| X2.6  | 0.29  | 0.26  | 0.29  | 0.29  | 0.27  | 0.14  |

## Fitted Covariance Matrix

|       | X4.2  | X4.3  | X4.4  | X1.1  | X1.2  | X1.3  |
|-------|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| X4.2  | 1.37  |       |       |       |       |       |
| X4.3  | 0.57  | 1.36  |       |       |       |       |
| X4.4  | 0.54  | 0.54  | 1.35  |       |       |       |
| X1.1  | 0.15  | 0.15  | 0.14  | 1.41  |       |       |
| X1.2  | 0.18  | 0.18  | 0.17  | 0.63  | 1.45  |       |
| X1.3  | 0.17  | 0.17  | 0.16  | 0.61  | 0.72  | 1.41  |

|      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|
| X1.4 | 0.15 | 0.15 | 0.14 | 0.55 | 0.64 | 0.62 |
| X1.5 | 0.16 | 0.16 | 0.15 | 0.58 | 0.68 | 0.65 |
| X1.6 | 0.17 | 0.17 | 0.16 | 0.60 | 0.70 | 0.68 |
| X2.1 | 0.15 | 0.15 | 0.14 | 0.32 | 0.37 | 0.36 |
| X2.2 | 0.13 | 0.13 | 0.13 | 0.29 | 0.34 | 0.33 |
| X2.3 | 0.15 | 0.15 | 0.14 | 0.32 | 0.37 | 0.36 |
| X2.4 | 0.15 | 0.15 | 0.14 | 0.33 | 0.39 | 0.38 |
| X2.5 | 0.13 | 0.13 | 0.12 | 0.29 | 0.34 | 0.33 |
| X2.6 | 0.16 | 0.15 | 0.14 | 0.34 | 0.40 | 0.38 |

Fitted Covariance Matrix

|      | X1.4  | X1.5  | X1.6  | X2.1  | X2.2  | X2.3  |
|------|-------|-------|-------|-------|-------|-------|
|      | ----- | ----- | ----- | ----- | ----- | ----- |
| X1.4 | 1.27  |       |       |       |       |       |
| X1.5 | 0.59  | 1.46  |       |       |       |       |
| X1.6 | 0.61  | 0.64  | 1.47  |       |       |       |
| X2.1 | 0.32  | 0.34  | 0.35  | 1.37  |       |       |
| X2.2 | 0.30  | 0.31  | 0.32  | 0.49  | 1.23  |       |
| X2.3 | 0.32  | 0.34  | 0.35  | 0.54  | 0.49  | 1.39  |
| X2.4 | 0.34  | 0.36  | 0.37  | 0.57  | 0.52  | 0.57  |
| X2.5 | 0.30  | 0.31  | 0.32  | 0.49  | 0.45  | 0.49  |
| X2.6 | 0.34  | 0.36  | 0.37  | 0.57  | 0.53  | 0.57  |

Fitted Covariance Matrix

|      | X2.4  | X2.5  | X2.6  |
|------|-------|-------|-------|
|      | ----- | ----- | ----- |
| X2.4 | 1.27  |       |       |
| X2.5 | 0.52  | 1.31  |       |
| X2.6 | 0.60  | 0.52  | 1.38  |

Fitted Residuals

|      | X3.1  | X3.2  | X3.3  | X3.4  | X3.5  | X4.1  |
|------|-------|-------|-------|-------|-------|-------|
|      | ----- | ----- | ----- | ----- | ----- | ----- |
| X3.1 | 0.00  |       |       |       |       |       |
| X3.2 | 0.03  | 0.00  |       |       |       |       |
| X3.3 | 0.00  | -0.03 | 0.00  |       |       |       |
| X3.4 | -0.02 | 0.01  | 0.05  | 0.00  |       |       |
| X3.5 | -0.03 | 0.04  | 0.00  | -0.02 | 0.00  |       |

|      |       |       |       |       |       |       |
|------|-------|-------|-------|-------|-------|-------|
| X4.1 | -0.07 | -0.12 | -0.14 | 0.03  | -0.12 | 0.00  |
| X4.2 | -0.16 | -0.12 | -0.01 | 0.03  | 0.05  | 0.03  |
| X4.3 | 0.16  | 0.11  | 0.05  | 0.07  | 0.06  | -0.09 |
| X4.4 | -0.07 | -0.02 | -0.03 | -0.05 | -0.02 | 0.12  |
| X1.1 | -0.03 | -0.03 | 0.04  | -0.15 | 0.00  | -0.01 |
| X1.2 | 0.04  | 0.09  | -0.01 | -0.04 | -0.07 | 0.12  |
| X1.3 | 0.11  | 0.08  | 0.01  | 0.00  | 0.02  | 0.09  |
| X1.4 | -0.08 | -0.06 | -0.11 | -0.11 | 0.06  | 0.05  |
| X1.5 | 0.15  | -0.02 | -0.19 | -0.04 | -0.09 | 0.08  |
| X1.6 | 0.13  | -0.01 | -0.09 | 0.13  | -0.05 | 0.16  |
| X2.1 | 0.05  | -0.10 | -0.07 | -0.11 | 0.03  | 0.15  |
| X2.2 | -0.02 | 0.03  | -0.02 | -0.04 | 0.07  | 0.12  |
| X2.3 | -0.04 | -0.12 | 0.01  | -0.14 | 0.01  | 0.14  |
| X2.4 | 0.16  | -0.05 | 0.00  | -0.20 | 0.04  | 0.01  |
| X2.5 | -0.07 | -0.18 | -0.04 | 0.02  | 0.12  | 0.14  |
| X2.6 | 0.05  | -0.02 | 0.15  | 0.05  | 0.12  | 0.06  |

#### Fitted Residuals

|      | X4.2  | X4.3  | X4.4  | X1.1  | X1.2  | X1.3  |
|------|-------|-------|-------|-------|-------|-------|
|      | ----- | ----- | ----- | ----- | ----- | ----- |
| X4.2 | 0.00  |       |       |       |       |       |
| X4.3 | 0.03  | 0.00  |       |       |       |       |
| X4.4 | -0.03 | -0.04 | 0.00  |       |       |       |
| X1.1 | 0.04  | 0.13  | 0.06  | 0.00  |       |       |
| X1.2 | 0.06  | 0.28  | 0.18  | -0.05 | 0.00  |       |
| X1.3 | -0.13 | 0.18  | 0.20  | -0.03 | 0.08  | 0.00  |
| X1.4 | -0.07 | 0.01  | -0.06 | 0.07  | 0.02  | -0.10 |
| X1.5 | -0.12 | 0.14  | 0.19  | 0.01  | -0.06 | -0.03 |
| X1.6 | -0.10 | 0.19  | 0.01  | -0.02 | 0.02  | 0.03  |
| X2.1 | -0.08 | -0.03 | -0.10 | 0.10  | -0.06 | -0.09 |
| X2.2 | 0.02  | 0.07  | 0.03  | 0.01  | -0.13 | -0.04 |
| X2.3 | 0.21  | 0.09  | 0.07  | 0.01  | -0.03 | 0.00  |
| X2.4 | -0.01 | 0.02  | 0.00  | 0.04  | -0.05 | 0.13  |
| X2.5 | 0.22  | 0.01  | 0.12  | 0.04  | -0.11 | -0.04 |
| X2.6 | 0.15  | 0.13  | 0.10  | 0.10  | 0.01  | 0.03  |

#### Fitted Residuals

| X1.4  | X1.5  | X1.6  | X2.1  | X2.2  | X2.3  |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |

|      |       |       |       |       |       |       |
|------|-------|-------|-------|-------|-------|-------|
| X1.4 | 0.00  |       |       |       |       |       |
| X1.5 | 0.09  | 0.00  |       |       |       |       |
| X1.6 | -0.08 | 0.04  | 0.00  |       |       |       |
| X2.1 | 0.16  | -0.01 | -0.01 | 0.00  |       |       |
| X2.2 | 0.04  | 0.05  | 0.00  | -0.07 | 0.00  |       |
| X2.3 | 0.02  | 0.02  | 0.00  | 0.05  | 0.00  | 0.00  |
| X2.4 | 0.11  | -0.02 | 0.02  | 0.04  | -0.02 | -0.02 |
| X2.5 | -0.13 | -0.13 | -0.01 | -0.07 | 0.14  | 0.07  |
| X2.6 | 0.11  | -0.08 | -0.08 | 0.04  | -0.01 | -0.05 |

### Fitted Residuals

|      | X2.4  | X2.5  | X2.6  |
|------|-------|-------|-------|
|      | ----- | ----- | ----- |
| X2.4 | 0.00  |       |       |
| X2.5 | -0.03 | 0.00  |       |
| X2.6 | 0.00  | -0.03 | 0.00  |

### Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.20  
Median Fitted Residual = 0.00  
Largest Fitted Residual = 0.28

### Stemleaf Plot

```

-18|974
-16|0
-14|75
-12|841855300
-10|75105
-8|98873097321
-6|6510098776431
-4|653398754100
-2|986532111109775433222110
-0|987542210976421000000000000000000000
0|11123345777901133445679999
2|2256780011344579
4|1112233455778022369
6|2246111346
8|1390249

```

10|23678879  
12|1234600138  
14|035771166  
16|447  
18|0678  
20|69  
22|  
24|  
26|  
28|1

Standardized Residuals

|      | X3.1  | X3.2  | X3.3  | X3.4  | X3.5  | X4.1  |
|------|-------|-------|-------|-------|-------|-------|
|      | ----- | ----- | ----- | ----- | ----- | ----- |
| X3.1 | --    |       |       |       |       |       |
| X3.2 | 0.61  | --    |       |       |       |       |
| X3.3 | 0.10  | -0.56 | --    |       |       |       |
| X3.4 | -0.41 | 0.26  | 1.27  | --    |       |       |
| X3.5 | -0.65 | 0.72  | 0.06  | -0.43 | --    |       |
| X4.1 | -0.81 | -1.43 | -1.70 | 0.42  | -1.38 | --    |
| X4.2 | -1.94 | -1.41 | -0.13 | 0.35  | 0.58  | 0.66  |
| X4.3 | 1.89  | 1.28  | 0.61  | 0.92  | 0.78  | -1.91 |
| X4.4 | -0.84 | -0.26 | -0.40 | -0.59 | -0.24 | 2.31  |
| X1.1 | -0.32 | -0.28 | 0.50  | -1.69 | -0.01 | -0.07 |
| X1.2 | 0.49  | 1.05  | -0.15 | -0.48 | -0.77 | 1.16  |
| X1.3 | 1.25  | 0.88  | 0.08  | 0.01  | 0.22  | 0.89  |
| X1.4 | -0.99 | -0.73 | -1.39 | -1.32 | 0.73  | 0.51  |
| X1.5 | 1.65  | -0.19 | -2.18 | -0.42 | -0.99 | 0.76  |
| X1.6 | 1.45  | -0.10 | -1.03 | 1.53  | -0.59 | 1.47  |
| X2.1 | 0.50  | -1.11 | -0.82 | -1.29 | 0.34  | 1.42  |
| X2.2 | -0.28 | 0.36  | -0.22 | -0.49 | 0.86  | 1.23  |
| X2.3 | -0.46 | -1.39 | 0.15  | -1.69 | 0.12  | 1.39  |
| X2.4 | 1.98  | -0.67 | 0.02  | -2.56 | 0.46  | 0.10  |
| X2.5 | -0.73 | -2.07 | -0.45 | 0.26  | 1.30  | 1.41  |
| X2.6 | 0.53  | -0.27 | 1.79  | 0.63  | 1.40  | 0.57  |

Standardized Residuals

| X4.2  | X4.3  | X4.4  | X1.1  | X1.2  | X1.3  |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |

|      |       |       |       |       |       |       |
|------|-------|-------|-------|-------|-------|-------|
| X4.2 | --    |       |       |       |       |       |
| X4.3 | 0.78  | --    |       |       |       |       |
| X4.4 | -0.72 | -1.02 | --    |       |       |       |
| X1.1 | 0.39  | 1.26  | 0.53  | --    |       |       |
| X1.2 | 0.60  | 2.74  | 1.74  | -0.95 | --    |       |
| X1.3 | -1.23 | 1.74  | 1.94  | -0.56 | 1.90  | --    |
| X1.4 | -0.72 | 0.15  | -0.64 | 1.31  | 0.49  | -2.10 |
| X1.5 | -1.14 | 1.31  | 1.77  | 0.23  | -1.29 | -0.64 |
| X1.6 | -0.92 | 1.78  | 0.08  | -0.38 | 0.35  | 0.58  |
| X2.1 | -0.74 | -0.26 | -0.95 | 1.17  | -0.67 | -1.12 |
| X2.2 | 0.20  | 0.67  | 0.35  | 0.09  | -1.68 | -0.50 |
| X2.3 | 1.99  | 0.87  | 0.69  | 0.16  | -0.37 | 0.05  |
| X2.4 | -0.15 | 0.20  | 0.02  | 0.53  | -0.64 | 1.67  |
| X2.5 | 2.17  | 0.07  | 1.22  | 0.42  | -1.37 | -0.54 |
| X2.6 | 1.49  | 1.31  | 0.99  | 1.16  | 0.14  | 0.32  |

#### Standardized Residuals

|      | X1.4  | X1.5  | X1.6  | X2.1  | X2.2  | X2.3  |
|------|-------|-------|-------|-------|-------|-------|
|      | ----- | ----- | ----- | ----- | ----- | ----- |
| X1.4 | --    |       |       |       |       |       |
| X1.5 | 1.80  | --    |       |       |       |       |
| X1.6 | -1.50 | 0.76  | --    |       |       |       |
| X2.1 | 2.02  | -0.16 | -0.07 | --    |       |       |
| X2.2 | 0.57  | 0.62  | 0.01  | -1.21 | --    |       |
| X2.3 | 0.23  | 0.18  | -0.02 | 0.80  | -0.07 | --    |
| X2.4 | 1.46  | -0.26 | 0.31  | 0.87  | -0.50 | -0.45 |
| X2.5 | -1.58 | -1.49 | -0.13 | -1.17 | 2.46  | 1.24  |
| X2.6 | 1.35  | -0.96 | -0.97 | 0.67  | -0.23 | -1.01 |

#### Standardized Residuals

|      | X2.4  | X2.5  | X2.6  |
|------|-------|-------|-------|
|      | ----- | ----- | ----- |
| X2.4 | --    |       |       |
| X2.5 | -0.62 | --    |       |
| X2.6 | 0.07  | -0.60 | --    |

#### Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.56

Median Standardized Residual = 0.00  
 Largest Standardized Residual = 2.74

### Stemleaf Plot

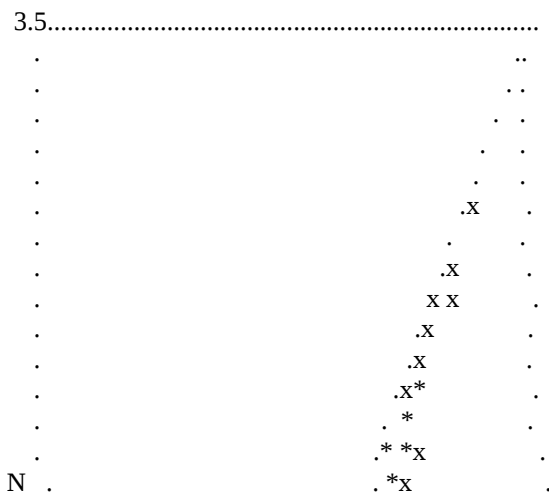
```

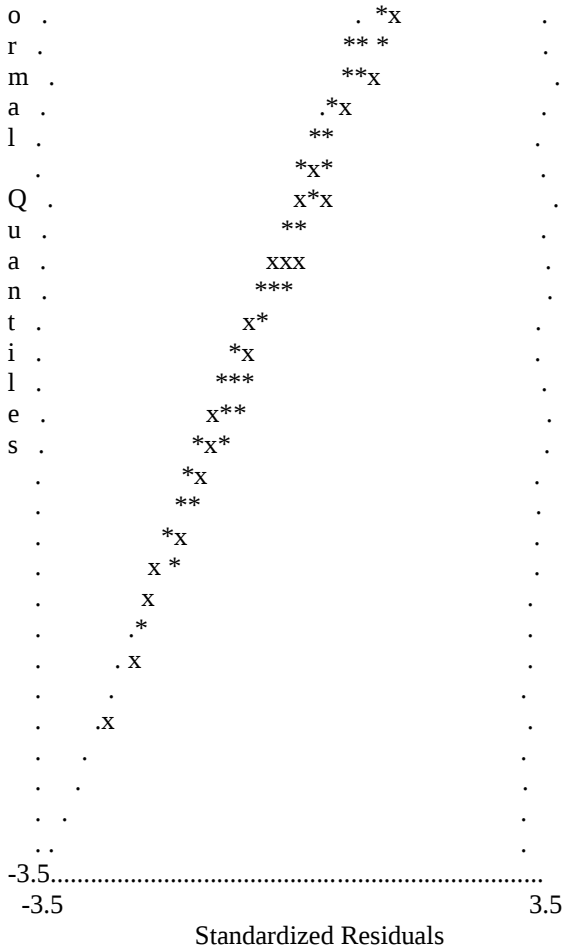
- 2|6
- 2|211
- 1|997777655
- 1|44444433322211100000000
- 0|998888777777666666666555555
- 0|44444443333332222111111000000000000000000000000000
0|11111111122222222333333444444
0|5555555556666666667777788888999999
1|002222223333333444444
1|5555777788889999
2|00023
2|57
  
```

Largest Positive Standardized Residuals  
 Residual for X1.2 and X4.3 2.74

### THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY TO REPURCHASE INTENTION THRO

Qplot of Standardized Residuals





THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY  
TO REPURCHASE INTENTION THRO

Standardized Solution

LAMBDA-Y

Y1 Y2

-----

|      |      |      |
|------|------|------|
| X3.1 | 0.78 | --   |
| X3.2 | 0.69 | --   |
| X3.3 | 0.78 | --   |
| X3.4 | 0.77 | --   |
| X3.5 | 0.72 | --   |
| X4.1 | --   | 0.68 |
| X4.2 | --   | 0.76 |
| X4.3 | --   | 0.76 |
| X4.4 | --   | 0.71 |

LAMBDA-X

|      | X1    | X2    |
|------|-------|-------|
|      | ----- | ----- |
| X1.1 | 0.73  | --    |
| X1.2 | 0.86  | --    |
| X1.3 | 0.83  | --    |
| X1.4 | 0.75  | --    |
| X1.5 | 0.79  | --    |
| X1.6 | 0.82  | --    |
| X2.1 | --    | 0.73  |
| X2.2 | --    | 0.67  |
| X2.3 | --    | 0.73  |
| X2.4 | --    | 0.77  |
| X2.5 | --    | 0.67  |
| X2.6 | --    | 0.78  |

BETA

|    | Y1    | Y2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | --    | --    |
| Y2 | 0.55  | --    |

GAMMA

|    | X1    | X2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | 0.33  | 0.29  |
| Y2 | --    | --    |

Correlation Matrix of ETA and KSI

|    | Y1   | Y2   | X1   | X2   |
|----|------|------|------|------|
| Y1 | 1.00 |      |      |      |
| Y2 | 0.55 | 1.00 |      |      |
| X1 | 0.50 | 0.27 | 1.00 |      |
| X2 | 0.48 | 0.26 | 0.59 | 1.00 |

PSI

Note: This matrix is diagonal.

| Y1   | Y2   |
|------|------|
| 0.70 | 0.70 |

Regression Matrix ETA on KSI (Standardized)

|    | X1   | X2   |
|----|------|------|
| Y1 | 0.33 | 0.29 |
| Y2 | 0.18 | 0.16 |

THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY  
TO REPURCHASE INTENTION THRO

Completely Standardized Solution

LAMBDA-Y

|      | Y1   | Y2   |
|------|------|------|
| X3.1 | 0.65 | --   |
| X3.2 | 0.60 | --   |
| X3.3 | 0.68 | --   |
| X3.4 | 0.68 | --   |
| X3.5 | 0.62 | --   |
| X4.1 | --   | 0.58 |
| X4.2 | --   | 0.65 |
| X4.3 | --   | 0.65 |
| X4.4 | --   | 0.61 |

# LAMBDA-X

|      | X1    | X2    |
|------|-------|-------|
|      | ----- | ----- |
| X1.1 | 0.62  | --    |
| X1.2 | 0.72  | --    |
| X1.3 | 0.70  | --    |
| X1.4 | 0.66  | --    |
| X1.5 | 0.65  | --    |
| X1.6 | 0.67  | --    |
| X2.1 | --    | 0.62  |
| X2.2 | --    | 0.61  |
| X2.3 | --    | 0.62  |
| X2.4 | --    | 0.69  |
| X2.5 | --    | 0.59  |
| X2.6 | --    | 0.66  |

# BETA

|    | Y1    | Y2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | --    | --    |
| Y2 | 0.55  | --    |

# GAMMA

|    | X1    | X2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | 0.33  | 0.29  |
| Y2 | --    | --    |

# Correlation Matrix of ETA and KSI

|    | Y1    | Y2    | X1    | X2    |
|----|-------|-------|-------|-------|
|    | ----- | ----- | ----- | ----- |
| Y1 | 1.00  |       |       |       |
| Y2 | 0.55  | 1.00  |       |       |
| X1 | 0.50  | 0.27  | 1.00  |       |
| X2 | 0.48  | 0.26  | 0.59  | 1.00  |

PSI

Note: This matrix is diagonal.

| Y1    | Y2    |
|-------|-------|
| ----- | ----- |
| 0.70  | 0.70  |

THETA-EPS

| X3.1  | X3.2  | X3.3  | X3.4  | X3.5  | X4.1  |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.57  | 0.64  | 0.54  | 0.54  | 0.62  | 0.66  |

THETA-EPS

| X4.2  | X4.3  | X4.4  |
|-------|-------|-------|
| ----- | ----- | ----- |
| 0.58  | 0.58  | 0.63  |

THETA-DELTA

| X1.1  | X1.2  | X1.3  | X1.4  | X1.5  | X1.6  |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.62  | 0.49  | 0.51  | 0.56  | 0.58  | 0.55  |

THETA-DELTA

| X2.1  | X2.2  | X2.3  | X2.4  | X2.5  | X2.6  |
|-------|-------|-------|-------|-------|-------|
| ----- | ----- | ----- | ----- | ----- | ----- |
| 0.61  | 0.63  | 0.61  | 0.53  | 0.66  | 0.56  |

Regression Matrix ETA on KSI (Standardized)

|       | X1    | X2    |
|-------|-------|-------|
| ----- | ----- | ----- |
| Y1    | 0.33  | 0.29  |
| Y2    | 0.18  | 0.16  |

THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY  
TO REPURCHASE INTENTION THRO

## Total and Indirect Effects

### Total Effects of KSI on ETA

|    | X1                     | X2                     |
|----|------------------------|------------------------|
|    | -----                  | -----                  |
| Y1 | 0.35<br>(0.14)<br>2.52 | 0.31<br>(0.14)<br>2.20 |
| Y2 | 0.17<br>(0.07)<br>2.27 | 0.15<br>(0.07)<br>2.03 |

### Indirect Effects of KSI on ETA

|    | X1                     | X2                     |
|----|------------------------|------------------------|
|    | -----                  | -----                  |
| Y1 | --                     | --                     |
| Y2 | 0.17<br>(0.07)<br>2.27 | 0.15<br>(0.07)<br>2.03 |

### Total Effects of ETA on ETA

|    | Y1                     | Y2    |
|----|------------------------|-------|
|    | -----                  | ----- |
| Y1 | --                     | --    |
| Y2 | 0.47<br>(0.12)<br>4.10 | --    |

Largest Eigenvalue of  $B*B'$  (Stability Index) is 0.225

### Total Effects of ETA on Y

|      | Y1                     | Y2                     |
|------|------------------------|------------------------|
|      | -----                  | -----                  |
| X3.1 | 1.00                   | --                     |
| X3.2 | 0.88<br>(0.15)<br>6.01 | --                     |
| X3.3 | 1.00<br>(0.15)<br>6.59 | --                     |
| X3.4 | 0.99<br>(0.15)<br>6.56 | --                     |
| X3.5 | 0.92<br>(0.15)<br>6.13 | --                     |
| X4.1 | 0.47<br>(0.12)<br>4.10 | 1.00                   |
| X4.2 | 0.53<br>(0.12)<br>4.29 | 1.12<br>(0.21)<br>5.28 |
| X4.3 | 0.53<br>(0.12)<br>4.29 | 1.12<br>(0.21)<br>5.27 |
| X4.4 | 0.50<br>(0.12)<br>4.17 | 1.04<br>(0.20)<br>5.10 |

Indirect Effects of ETA on Y

| Y1    | Y2    |
|-------|-------|
| ----- | ----- |

|      |                        |    |
|------|------------------------|----|
| X3.1 | --                     | -- |
| X3.2 | --                     | -- |
| X3.3 | --                     | -- |
| X3.4 | --                     | -- |
| X3.5 | --                     | -- |
| X4.1 | 0.47<br>(0.12)<br>4.10 | -- |
| X4.2 | 0.53<br>(0.12)<br>4.29 | -- |
| X4.3 | 0.53<br>(0.12)<br>4.29 | -- |
| X4.4 | 0.50<br>(0.12)<br>4.17 | -- |

#### Total Effects of KSI on Y

|      | X1                     | X2                     |
|------|------------------------|------------------------|
|      | -----                  | -----                  |
| X3.1 | 0.35<br>(0.14)<br>2.52 | 0.31<br>(0.14)<br>2.20 |
| X3.2 | 0.31<br>(0.12)<br>2.49 | 0.27<br>(0.12)<br>2.18 |
| X3.3 | 0.35<br>(0.14)         | 0.31<br>(0.14)         |

|      |        |        |
|------|--------|--------|
|      | 2.53   | 2.20   |
| X3.4 | 0.35   | 0.30   |
|      | (0.14) | (0.14) |
|      | 2.53   | 2.20   |
| X3.5 | 0.32   | 0.28   |
|      | (0.13) | (0.13) |
|      | 2.50   | 2.18   |
| X4.1 | 0.17   | 0.15   |
|      | (0.07) | (0.07) |
|      | 2.27   | 2.03   |
| X4.2 | 0.19   | 0.16   |
|      | (0.08) | (0.08) |
|      | 2.31   | 2.05   |
| X4.3 | 0.19   | 0.16   |
|      | (0.08) | (0.08) |
|      | 2.31   | 2.05   |
| X4.4 | 0.17   | 0.15   |
|      | (0.08) | (0.07) |
|      | 2.29   | 2.04   |

# THE EFFECT OF BRAND EXPERIENCE AND SERVICE QUALITY TO REPURCHASE INTENTION THRO

## Standardized Total and Indirect Effects

### Standardized Total Effects of KSI on ETA

|    |       |       |
|----|-------|-------|
|    | X1    | X2    |
|    | ----- | ----- |
| Y1 | 0.33  | 0.29  |
| Y2 | 0.18  | 0.16  |

### Standardized Indirect Effects of KSI on ETA

|    | X1    | X2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | --    | --    |
| Y2 | 0.18  | 0.16  |

Standardized Total Effects of ETA on ETA

|    | Y1    | Y2    |
|----|-------|-------|
|    | ----- | ----- |
| Y1 | --    | --    |
| Y2 | 0.55  | --    |

Standardized Total Effects of ETA on Y

|      | Y1    | Y2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | 0.78  | --    |
| X3.2 | 0.69  | --    |
| X3.3 | 0.78  | --    |
| X3.4 | 0.77  | --    |
| X3.5 | 0.72  | --    |
| X4.1 | 0.37  | 0.68  |
| X4.2 | 0.42  | 0.76  |
| X4.3 | 0.41  | 0.76  |
| X4.4 | 0.39  | 0.71  |

Completely Standardized Total Effects of ETA on Y

|      | Y1    | Y2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | 0.65  | --    |
| X3.2 | 0.60  | --    |
| X3.3 | 0.68  | --    |
| X3.4 | 0.68  | --    |
| X3.5 | 0.62  | --    |
| X4.1 | 0.32  | 0.58  |
| X4.2 | 0.36  | 0.65  |
| X4.3 | 0.35  | 0.65  |
| X4.4 | 0.33  | 0.61  |

Standardized Indirect Effects of ETA on Y

|      | Y1    | Y2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | --    | --    |
| X3.2 | --    | --    |
| X3.3 | --    | --    |
| X3.4 | --    | --    |
| X3.5 | --    | --    |
| X4.1 | 0.37  | --    |
| X4.2 | 0.42  | --    |
| X4.3 | 0.41  | --    |
| X4.4 | 0.39  | --    |

#### Completely Standardized Indirect Effects of ETA on Y

|      | Y1    | Y2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | --    | --    |
| X3.2 | --    | --    |
| X3.3 | --    | --    |
| X3.4 | --    | --    |
| X3.5 | --    | --    |
| X4.1 | 0.32  | --    |
| X4.2 | 0.36  | --    |
| X4.3 | 0.35  | --    |
| X4.4 | 0.33  | --    |

#### Standardized Total Effects of KSI on Y

|      | X1    | X2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | 0.26  | 0.22  |
| X3.2 | 0.23  | 0.20  |
| X3.3 | 0.26  | 0.22  |
| X3.4 | 0.25  | 0.22  |
| X3.5 | 0.24  | 0.21  |
| X4.1 | 0.12  | 0.11  |
| X4.2 | 0.14  | 0.12  |
| X4.3 | 0.14  | 0.12  |
| X4.4 | 0.13  | 0.11  |

Completely Standardized Total Effects of KSI on Y

|      | X1    | X2    |
|------|-------|-------|
|      | ----- | ----- |
| X3.1 | 0.22  | 0.19  |
| X3.2 | 0.20  | 0.17  |
| X3.3 | 0.22  | 0.19  |
| X3.4 | 0.22  | 0.19  |
| X3.5 | 0.20  | 0.18  |
| X4.1 | 0.10  | 0.09  |
| X4.2 | 0.12  | 0.10  |
| X4.3 | 0.12  | 0.10  |
| X4.4 | 0.11  | 0.10  |