



**THE INFLUENCE OF PRODUCT QUALITY, PRICE,
PROMOTION, BRAND TRUST, PACKAGING, AND
STORE ENVIRONMENT TOWARD BRAND
LOYALTY OF SUPER PREMIUM FORMULA MILK:
A SURVEY OF MOTHERS IN GREATER JAKARTA**

By

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**PANEL OF EXAMINER
APPROVAL SHEET**

The Panel of Examiners declare that the *skripsi* entitled “**The Influence of Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment toward Brand Loyalty of Super Premium Formula Milk: A Survey on Mothers in Greater Jakarta**” that was submitted by **Christina Sagala** majoring in **Business Administration** from the **Faculty of Business** was assessed and approved to have passed the Oral Examinations on 13th of February 2015.

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DECLARATION OF ORIGINALITY

I declare that this *skripsi*, entitled “**The Influence of Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment toward Brand Loyalty of Super Premium Formula Milk: A Survey on Mothers in Greater Jakarta**” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, January 13, 2015

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ABSTRACT

The tight business competition nowadays brings lots of firms involved in fulfilling the needs of consumers. The scope of competition is felt in one of FMCG industry, especially in pediatric nutrition formula. In such a competitive industry, improving consumers brand loyalty allows marketers to maintain a comfortable and lasting position in marketplace. Hence, maintaining consumers brand loyalty is becoming an important issue to be concerned by the firm to gain sustainable advantage. Quantitative research was conducted through Structural Equation Modeling (SEM) data tools analysis to find out what are the factors that can influence brand loyalty on Super Premium Milk for Mothers in Greater Jakarta area. Questionnaires were distributed to 300 respondents who are currently using Mead Johnson product. The findings of this research indicated that promotion has shown strong correlation with brand loyalty. The research results showed that there is positive and significant influence among factors of brand loyalty (product quality, price, promotion, and brand trust). Meanwhile, packaging and store environment are not significantly influencing brand loyalty. The result of this research found that brand loyalty is highly influenced directly by promotion, brand trust and product quality. Hence, by emphasizing promotion as a tool of marketing is important to attract consumers' attention, maintaining brand trust by controlling product quality can increase the consumers' brand loyalty towards the brand.

Keywords: *product quality, price, promotion, brand trust, packaging, store environment, brand loyalty, formula milk*

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LIST OF ACRONYMS

PQ	= Product Quality
PR	= Price
PO	= Promotion
BT	= Brand Trust
PA	= Packaging
SE	= Store Environment
BL	= Brand Loyalty
SEM	= Structural Equation Modeling
KMO	= Kaiser-Mayer-Olkin
VIF	= Variance Inflation Factor
C.R.	= Critical Ratio

CHAPTER I

INTRODUCTION

1. 1. Research Background

The tight business competition nowadays brings lots of firms involved in fulfilling the needs of consumers. The scope of competition itself not only domestically but also globally, including Fast Moving Consumer Goods (FMCG) industry that has always been quite fierce in competition (IPSOS, 2010).

FMCG or also known as Consumer Packaged Goods (CPG) is one of the biggest industries in the world. It referred to products that are sold quickly at relatively low cost but in high volume. The top FMCG companies are characterized by their ability to produce items that are in highest demand by consumers and at the same time, they develop trust as well as loyalty towards their brands (Reckitt Benckiser Group, 2014). There are several main segments of FMCG; the first one is personal care, including hair care, skin care, personal wash, cosmetic and toiletries, perfume, etc. The second one, Household care, including fabric wash (detergent), household cleaners (dish/utensil cleaners, floor cleaners, toilet cleaners, etc). The third one including branded as well as packaged foods and beverages including soft drinks, cereals, bakery products, snack food, tea, coffee, bottled water, etc. Then, the last one is dairy product that including butter, cheese, yogurt and milk.

In order to fulfill the best start nutrition, breast milk is given exclusively at age 0 – 6 months along with the infant growth and development. However, after reaching age at 6 months, breast milk is no longer becoming the only food that can fulfill all of nutritional needs of infant. Hence, after entering age at 6 months, mothers should give complementary food to their infant along

with breastfeeding, including infant or follow up formula since kids require more complete nutrition. Milk is becoming the essential source of nutrition that is needed for supporting their growth.

The need of milk consumption for infant and children is becoming a great chance for milk industry in Indonesia that lead to fierce competition among infant and children formula companies. According to Nielsen that cited in *Berita Bisnis Indonesia* (2012), the market of milk powder in Indonesia has reached at IDR 9.75 trillion or has been grown for 6.1 percent compared to the last year. Moreover in the first quarter of 2011 only, it has reached at the number of IDR 3.3 trillion, and along 2011, the total number of milk powder market has been reached around IDR 13 trillion or has been increased for 30 percent. This tight competition is marked by lots of product choices for parents to choose. There are several factors that can influence parents in determining brand choice for their kids, as like nutrition completeness, recommendation from trustworthy sources, kids' preferred taste, price, and so on. Hence, the trend now not only few numbers of parents who are switching their kids formula milk brand, especially for growth formula milk to know which product that is becoming the most suit for them and the one that can give better influence in kids' growth.

Indonesia nowadays is committed to conduct free market through AFTA, APEC, or WTO that give an opportunity to open Indonesian market (Soesastro et al., 2005). This free market makes the market competition is getting tight since there are lots of foreign companies are interested to invest in Indonesia. According to Head of Trade and Industry (Kadin), Sulisto (2013), the reasons why they are interested to invest in Indonesia is because the economic growth of Indonesia that reaches more than 5 percent. This number is concerned higher than other G20 countries that generally growth among 1 up to 3 percent. The high growing number itself is due to the big size of population and the consumptive people. Then, table 1.1 shows the list of Super Premium Milk Companies in Indonesia that have entered and

invested in Indonesian market to fulfill consumers' needs, especially for infant and children milk category.

Table 1.1
Super Premium Milk Companies in Indonesia

No	Company's Name	Brand(s)
1	PT. Nutricia Indonesia (Danone group)	Bebelac, Nutrilon
2	PT. Sari Husada (Danone group)	Vitalac, SGM
3	PT. Sanghiang Perkasa	BMT Platinum, Chil Kid & Chil Mil
4	PT. Mead Johnson Nutrition	Enfa brands, Sustagen
5	PT. Fonterra	Annum Essential
6	PT. Wyeth	S-26 Gold, Procal Gold, Promise Gold
7	PT. Frisian Flag	Frisian Flag
8	PT. Abbott	Similac, Isomil, Pediasure
9	PT. Nestle	Lactogen, NAN

Source: Nielsen, 2011

Then, not only that, Indonesia is concerned as a potential market because the growing number of affluent people in the capital and large metropolises (Yates, 2014). The number of GDP per capita itself has reached around US\$ 3,700 in 2012, with experiencing 10% growth rate per year since 2009.

According to Aaker, brand loyalty provides strategic value to the company if managed properly, including the reduction of marketing cost, creating brand awareness, increasing interest of potential consumers, providing opportunities of time to anticipate a possible threat from rival, and including to increase sales and market share of company (as cited in Hadi & Sumarto, 2010).

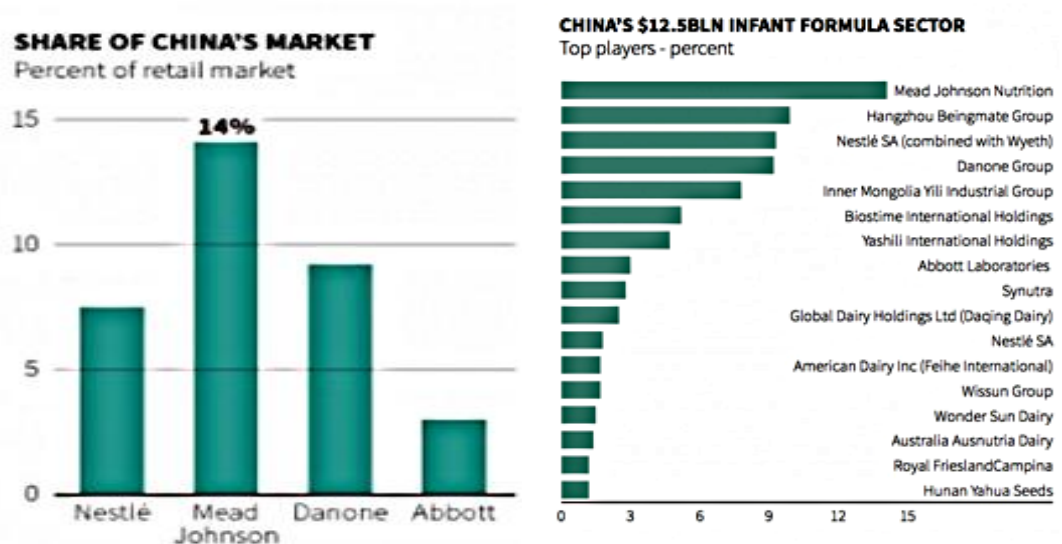
1. 2. Problem Identification

In such a competitive industry, improving consumers' loyalty to brands permits marketers to maintain a comfortable and lasting position in the marketplace (Mazibuko, 2010). Aaker supported that brand loyalty provides strategic value to the company if managed properly, including the reduction of marketing cost, creating brand awareness, increasing interest of potential consumers, providing opportunities to anticipate a possible threat from rival, and including to increase sales and market share of company (as cited in Hadi & Sumarto, 2010).

Mead Johnson as the multinational company that already exists for more than 100 years and becoming one of major player of Super Premium infant and children formula milk in the world, including Indonesia. For this long existence and becoming one of major player, of course it has to have appropriate marketing strategy to increase its sales and market share.

Figure 1.1

Share of Formula Milk in China

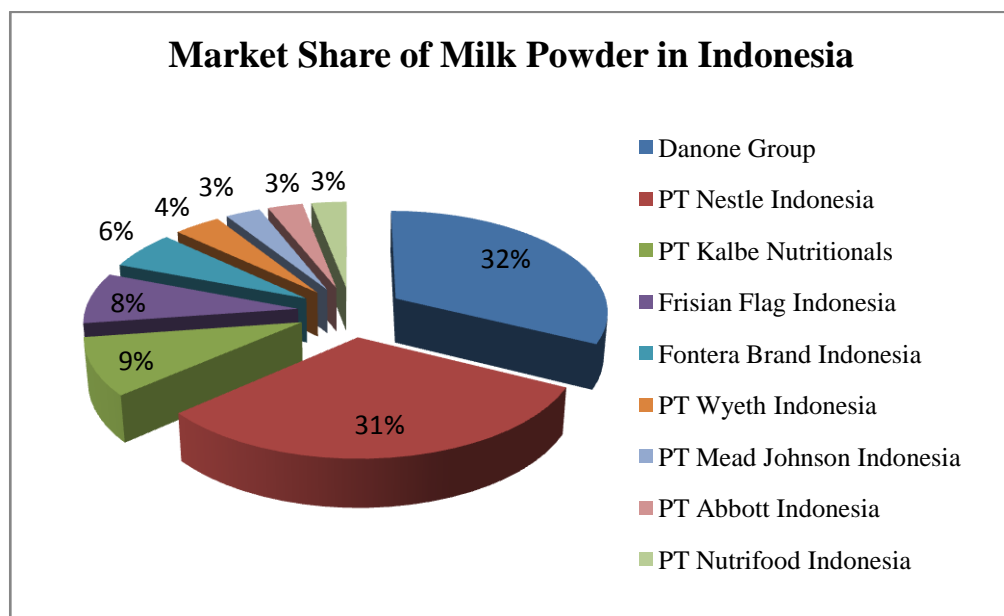


Source: Source: Euromonitor, 2012

In this study, researcher found that there is a gap in consumer preference within different countries. Based on Euromonitor that cited in Thomson Reuters (2013), Mead Johnson Nutrition was being the most demanding milk powder by getting the first place of market share in China. According to Euromonitor (2012), Mead Johnson has 14 percent market share, then followed by Danone at 9 percent and Nestle by 7.5 percent as can be seen on Figure 1.1.

However, in Indonesia, it seems that the market share of Mead Johnson is not as big as its share in China. According to Nielsen that cited in Berita Bisnis Indonesia (2012), Mead Johnson in Indonesia only got 3 percent share, whereas the first position is placed by Danone group which got 32 percent share through its subsidiaries, PT. Nutricia Indonesia (12 percent) and PT. Sari Husada (20 percent). Followed by the second position, PT. Nestle Indonesia by reaching 31 percent of market share, and then the third position is PT. Kalbe Nutritionals by reaching 9 percent of market share as shown by below chart (Figure 1.2).

Figure 1.2
Market Share of Milk Powder in Indonesia



Source: Nielsen, 2012

In previous research, Khan (2012) explains that consumers brand loyalty of branded milk is influenced by brand awareness and brand characteristics. Brand awareness includes advertising, personal selling, sales promotion and public relation, meanwhile brand characteristics include price, product quality, brand image and packaging. Moreover, Moola explains that brand loyalty of FMCG product is influenced by factors of customer satisfaction, switching costs, brand trust, repeat purchase, involvement, perceived value, commitment, relationship proneness, brand affect, brand relevance, brand performance, and culture (as cited in Mazibuko, 2010). Another research by Khraim (2011) explains that brand loyalty is influenced by factors of brand name, product quality, price, design, promotion, service quality and store environment. Therefore, in this study, after combining factors from previous studies, researcher is going to take and discuss several factors of brand loyalty such as product quality, price, promotion, brand trust, packaging and store environment.

1. 3. Problem Statement

This research is guided to answer research questions:

1. To what extent does Product Quality influence Brand Loyalty of super premium milk?
2. To what extent does Price influence Brand Loyalty of super premium milk?
3. To what extent does Promotion influence Brand Loyalty of super premium milk?
4. To what extent does Brand Trust influence Brand Loyalty of super premium milk?
5. To what extent does Packaging influence Brand Loyalty of super premium milk?
6. To what extent does Store Environment influence Brand Loyalty of super premium milk?

1. 4. Research Objectives

The purposes of this research are:

1. To determine to what extent Product Quality influences Brand Loyalty of super premium milk.
2. To determine to what extent Price influences Brand Loyalty of super premium milk.
3. To determine to what extent Promotion influences Brand Loyalty of super premium milk.
4. To determine to what extent Brand Trust influences Brand Loyalty of super premium milk.
5. To determine to what extent Packaging influences Brand Loyalty of super premium milk.
6. To determine to what extent Store Environment influences Brand Loyalty of super premium milk.

1. 5. Research Limitation

Since this research aims to find out the Influence of Product Quality, Price, Promotion, Brand Trust, Packaging, and Store Environment toward Brand Loyalty of Super Premium Formula Milk which taken from the case of Mead Johnson Indonesia, then the sample size itself is subjected only to mothers who have kids at the age of 6 months – 6 years old and their kids are currently consuming Mead Johnson's products. In addition, due to the time limitation, the respondents are only targeted in Greater Jakarta area.

1. 6. Definition Term

Variables in this research include:

1. Product Quality : Encompassing features and characteristics of a product or service that bears on its ability to satisfy needs (Russell and Taylor, 2006)

2. Price : Price is the amount of money customers have to pay to obtain the product (Kotler & Armstrong, 2008)
3. Promotion :The activities, tools, and methods of communications to inform the target market about the good and service to facilitate the exchange process in order to persuade target consumers to buy it (Kotler & Armstrong, 2008)
4. Brand Trust : The willingness of the average consumer to rely on the ability of the brand to perform its stated function (Chaudhuri & Holbrook, 2001)
5. Packaging : A marketing tool to gain consumer's attention by promoting and conveying messages about product attributes to consumers whilst still on the shelf or at the point of sale, then sometimes designed to convey image of high quality and even signaling affordable price (Ulrich et al., 2010)
6. Store Environment : One of important factor in retail marketing success and store sustainability that includes store location, store layout and in-store stimuli (Omar, 1999)
7. Brand Loyalty : Indicating customers like and consistently buy a specific brand in a product category (Levy & Weitz, 2012)

1. 7. Significance of the Study

Researcher intends to achieve several significances through this research. This research is supposed to be valuable for several parties as below:

1. For the Business application, this research is expected as well to be able to provide primary data of mothers who have children at age 6 months – 6 years old that taken by using questionnaire. So, hopefully this research could be the basic information to be applied for future plans of strategies and actions in business field, especially in Super Premium pediatric milk industry.

2. Furthermore, this study will serve as a theoretical model for future studies of the same nature if ever the existing problem has penetrated in this case will exist in the future. Future researchers will benefit from this study, and it will provide them the facts needed to compare their study during their respective time and usability.

CHAPTER II

REVIEW OF LITERATURE

2. 1. Theoretical Review

2. 1. 1. Brand Loyalty

Building and upholding brand loyalty has become an increasingly important issue in marketing theory and practice, especially in regards to establishing sustainable competitive condition (Urun, 2011). Reichheld et al., support that the increase brand loyalty nowadays is considered to be the most important single driver of organization's long-term profitability (as cited in Rapala, 2014). Positive brand loyalty can be additional strong point on how consumers perceived the value of brand.

Dick & Kunal explain that brand loyalty consists of a consumers' commitment to purchase or otherwise continue using the brand and can be demonstrated by repeatedly buying product or service or other positive behaviors such as word of mouth advocacy (as cited in Mahmud & Gope 2012). According to Aaker, brand loyalty reflects how likely a consumer will be to switch to another brand, especially when that brand makes a change, either in price or product features (as cited in Leahy, 2008). Hence, maintaining consumer brand loyalty is very important to compete in competitive market.

In addition, brand Loyalty is becoming the consumer's preference to buy a particular brand in a product category and happens because consumers perceived that brand provides the right product features, images, or level of quality at the right price (Levy & Weitz, 2012). This perception becomes the foundation for a new buying habit. Giddens & Hofmann as cited in Mezibuko (2010), support that consumers initially will make a trial purchase of the brand and after getting satisfied, after that it forms habit

and continue with purchasing the same brand due to the safe and familiarity consideration.

Consumers who are loyal towards certain brand have characteristics like committed towards the brand, willing to pay higher price to get product of the brand, willing to recommend the brand to other people and always following the information related to the brand (Giddens as cited in Santoso, 2010). True brand loyalty exists when consumers have a high relative attitude toward the brand that known through the purchase behavior. This type of loyalty becomes a great asset for the firms since consumers who are loyal to the brand, they are willing to pay higher prices, may cost less to serve and can bring in the new consumers as well to the company (Reichheld & Sasser as cited in Yee & Sidek, 2008).

According to Brown, the degree brand loyalty of consumer can be classified into four groups: *hard-core loyal*s – always buy the same brand; *split loyal*s – loyal to two or three brands; *shifting loyal*s – loyal to one brand for a period of time, but easily shifting from one brand to another; switchers – no loyalty to any brand (as cited in Moisescu, 2006).

There are many theories that have examined consumer brand loyalty. The results show that various factors influence consumer brand loyalty. Lau et al., mentions that there are several factors influence consumers brand loyalty towards particular brands. The factors are product quality, price, store environment, and promotion (Khraim, 2011; Yee & Sidek, 2008; Mahmud & Gope, 2012). Moreover, factors like brand trust and packaging have been studied to have influence towards brand loyalty as well (Mazibuko, 2010; Khan, 2012).

2. 1. 2. Product Quality

Russel & Taylor (2006) state that product quality includes the product' or service' features and characteristics that bears on its ability to satisfy stated or implied needs. The repeat purchase of a single brand or switching

around several brands can be done by consumers due to the tangible quality of the product sold.

Product quality itself adds lots of benefits for a company since it allows company to charge higher prices to consumers. In addition, having a higher product quality gives a competitive advantage that leads to gain profit margin and market share. Hence, attention to quality as a differentiating approach in dealing with competitors often makes a large overall impact on quality.

2. 1. 3. Price

Cadogan and Foster state that price is probably the most important consideration for the average consumer (Khraim, 2011). Price is defined as the amount of money that consumers have to pay to obtain the product (Kotler & Armstrong, 2008).

Alvarez and Casielles (2005) state that price is used by marketers in retail store to appeal different consumers on different levels. Usually, consumers use comparative judgment to evaluate a potential purchasing decision. Hence, consumers use prices reference to make the comparison.

Keller (2003) believes that consumers with high brand loyalty are willing to pay premium price for their favored brand. Hence, their purchase intention is not easily affected by price. However, consumers with strong belief in price and value of their favorite brands would compare and evaluate prices with alternative brand.

2. 1. 4. Promotion

Promotion is one of marketing mix component. Promotion defines as the activities, tools, and methods of communication to inform the target market about the good and service to facilitate the exchange process in

order to persuade target consumers to buy it (Kotler & Armstrong, 2008). Moreover, Rowley in Yee & Sidek (2008) asserts that promotion is an important element of a company's marketing strategy. It is not only used to communicate the product offerings to consumers, but also a way to encourage purchase or sales of products or service.

Promotion itself consists of advertising, sales promotion, publicity, personal selling and direct marketing. However, in this study, researcher is going to discuss advertising and sales promotion only, as these two activities are commonly used by the firm. Advertising is non-personal presentation of information through mass media regarding the goods or services by an identified sponsor (Kotler & Keller, 2006). Advertising can create strong brands and make unshakable consumer brand loyalty since it exposes product more frequently to consumers, thus can develop high or positive brand awareness, strong association and increase their high brand quality perception (Tong & Hawley as cited in Cui, 2011). Furthermore, Sales Promotion is defined as the temporary incentives to encourage the trial or use of product or service (Tong & Hawley, 2009). It includes price promotion (price reduction) and non-price promotion (premium or free gift with purchase, and coupons package). Price promotion can obtain attention and gain short-term financial profit (Yoo as cited in Cui, 2011). Price promotion itself may have a negative influence on quality and image because for the long-term, the reduction of price reflects as low quality and brand image to consumers. Therefore, it should not be given for long-term offer. Moreover, if compared to price promotion, non-price promotion such as free gift purchase and coupons package can increase brand image in long-term, and strengthen brand relationship with consumes since it brings some computable economic saving as well it adds value of excitement to a brand (Tong & Hawley, 2009).

2. 1. 5. Packaging

In marketing literature, packaging is a part of the product and the brand. The packaging of product represents its characteristics and delivers or communicates the information of products. Product and its packaging are one and the same for consumers when they see it on the shelves of supermarket (Ksenia, 2013). Moreover, Ulrich et al. (2010) defines packaging as a marketing tool to gain consumer's attention by promoting and conveying messages about product attributes to consumers whilst still on the shelf or at the point of sale, then sometimes designed to convey image of high quality and even signaling affordable price.

Packaging is a major tool in modern marketing activities for consumer goods. During the purchase decision, packaging assists consumers by creating the overall product perception which helps in evaluating and making the right choice. Prone as cited in Ksenia (2013) considers that packaging can attract consumers' attention, distinguish the brand from competitors, communicate company's name and image, and enhance the product's functionality. Therefore, the packaging itself is considered acting as the decisive communication tool and providing consumers with product related information during the process of buying decision.

2. 1. 6. Brand Trust

According to Chaudhuri & Holbrook (2001), brand trust is the willingness of the average consumer to rely on the ability of the brand to perform its stated function. In simple words, brand trust is the consumers' trust in a specific brand to fulfill their needs. Brand trust creates exchange relationships between brand and consumers that are highly valued; hence it leads to brand loyalty (Mezibuko, 2010).

Ha supports in Mezibuko (2010) that one of the main purpose of building or creating trust is to achieve a sustainable competitive advantage and increase a business performance. Moreover, brand trust is really significant

for increasing brand loyalty. A high level of brand trust may ultimately convert a satisfied consumer into a loyal one.

2. 1. 7. Store Environment

Store environment is one of important successful factor in retail marketing and store longevity / durability. There are several positive attributes of the store that can affect brand loyalty to some extent; they are store location, store layout, and in-store stimuli (Yee & Sidek, 2008). In addition, store location and number of outlets are very important in changing consumer shopping and purchasing patterns. Evans et al., suggests that if the store is highly accessible to consumers during their shopping trip and they are satisfied with the availability assortments and services, then these consumers may become loyal afterwards (as cited in Yee & Sidek, 2008).

2. 1. 8. Relationship between Product Quality towards Brand Loyalty

Aaker states that product quality has a significant influence on consumer brand loyalty and can benefit companies as it increases consumers' perception regarding the brand, as they make an assessment of overall brand quality as compared to its competitors (as cited in Ahmed & Moosavi, 2013). In addition, a good perception of product quality improves consumers' satisfaction rate and will impact to loyal to the brand. Apéria & Back support that the perception of product quality will improve financial profit to a firm as it increases consumers' satisfaction and brand loyalty (as cited in Ahmed & Moosavi, 2013).

Moreover, marketing literature proposes as well that the quality of product has an effect on consumer brand loyalty. A high level of product quality often bears feeling of pleasure, contentment, excitement and satisfaction (Pan, et al., 2012).

2. 1. 9. Relationship between Price towards Brand Loyalty

Price is probably becoming the most significant consideration for the common consumers (Cadogan and Foster as cited in Omanga, 2013). In addition, Bucklin supports that price significantly influences consumers' choice that indicates their purchase (as cited in Yee & Sidek, 2008). Yoon and Kim suggest that loyal consumers are willing to pay premium even the price has increased since they perceived that there is high risk if they move on to another brand. Hence they prefer to pay a higher price to avoid the risk of any change (as cited in Yee & Sidek, 2008).

2. 1. 10. Relationship between Promotion towards Brand Loyalty

Lovelock (in Khraim, 2011) mentions that promotion greatly affects consumers' belief and attitude toward brands and products, and will influence their purchase behavior.

In previous research, Yee & Sidek (2008) find that promotion and brand loyalty are positively related. As they stated that promotion is considered as one of most important factors in determining a consumers' brand loyalty. It includes the use of advertising and sales promotion.

2. 1. 11. Relationship between Packaging towards Brand Loyalty

In previous research, Khan (2012) finds that packaging and brand loyalty are positively related. Packaging design adds value to the packaging and to the product respectively. The elements of design such as colors, text, font, and graphics have a crucial role in packaging appearance. At the point of purchase, packaging and its design have the primary role to catch the attention of consumers and to stand out among competition in retail stores Ksenia (2013).

2. 1. 12. Relationship between Brand Trust towards Brand Loyalty

Morgan and Hunt as cited in Mazler, Kräuter, & Bidmon (2006) consider trust as the main or key factor of any long term relationship. If anyone trusts other then it is likely that she/he will develop some form of positive behavioral intention towards other.

Brand loyalty as an important consequence of brand trust has been conceptualized either as a behavioral intention towards a brand or as actual pattern of purchase behavior, or even both. From this behavioral perspective, brand loyalty is conceptualized in term of repeated purchases.

In simple words, Brand trust has a central role in enlarging both behavioral and attitudinal loyalty that in turn will influence marketing outcome related factors like market share maintenance and price elasticity (Kabiraj & Shanmugan, 2011).

2. 1. 13. Relationship between Store Environment towards Brand Loyalty

Store environment plays a crucial role in consumers' decision making. Store location, store layout and in-store stimuli are included the positive attributes of store that affect consumer brand loyalty to some extent Omar (as cited in Yee & Sidek, 2008). Moreover, he adds that store location and the number of outlets are important in changing purchasing pattern of consumers.

Moreover, Evans et al., suggests that if the store is highly accessible to consumers during their shopping trip and they are satisfied with the availability assortments and services, then these consumers may become loyal afterwards (as cited in Yee & Sidek, 2008).

2. 2. Previous Studies

This research is inspired by some ideas from previous studies. Hence, Table 2.1 shows several examples of the theory found by researcher that used as the constructs.

Table 2.1
Result from Previous Research

Author/ year	Title	Variables	Research Design
(Yee & Sidek, 2008)	Influence of Brand Loyalty on Consumer Sportswear	<p>Independent Variables:</p> <ol style="list-style-type: none"> 1. Brand Name 2. Product Quality 3. Price 4. Style 5. Promotion 6. Service Quality 7. Store Environment <p>Dependent Variable:</p> <ol style="list-style-type: none"> 1. Brand Loyalty <p>Result: Product quality plays a significant role in influencing consumers to be brand loyal customers. Overall, all these factors showed positive relationships with brand loyalty except style which had no relationship.</p>	<p>Population Multiple ethnics in Malaysia</p> <p>Sample Size 100 respondents who are selected at shopping malls in Bandar Baru Bangi and Serdang areas</p> <p>Sampling Technique: Researcher went personally to the targeted location and distributed questionnaire to respondents.</p> <p>Research Instrument Questionnaire</p> <p>Data Gathering Primary data and secondary data were used.</p> <p>Reliability Reliability measured by</p>

			<p>Cronbach's Alpha, all above 0.6</p> <p>Analysis Descriptive, One-way ANOVA, and Pearson Correlation</p>
(Khan, 2012)	<p>Contribution of Brand Awareness and Brand Characteristics towards Consumer Loyalty</p>	<p>Independent Variables:</p> <p>Brand Awareness:</p> <ol style="list-style-type: none"> 1. Advertising 2. Personal Selling 3. Sales Promotion 4. Public Relation <p>Brand Characteristics:</p> <ol style="list-style-type: none"> 5. Price 6. Product Quality 7. Brand Image 8. Packaging <p>Dependent Variable:</p> <ol style="list-style-type: none"> 1. Consumer brand Loyalty <p>Result: Consumer brand loyalty has a significant relationship with brand awareness and brand characteristics. Both factors play a vital role in consumers brand loyalty towards purchase of branded milk. In case of brand characteristics, product quality is the key player which contributes more toward consumers brand loyalty. In case of brand awareness, advertising is the dominant factor which contributes more towards consumers brand loyalty.</p>	<p>Population Branded milk consumers of Peshawar, Pakistan</p> <p>Sample Size 200 consumers of milk in Peshawar region.</p> <p>Sampling Technique: Random sampling</p> <p>Research Instrument Questionnaire</p> <p>Data Gathering Primary data</p> <p>Reliability Reliability measured by Cronbach's Alpha, all above 0.7</p> <p>Analysis Regression and correlation analysis</p>

<p>(Mise, Nair, Odera & Ogotu, 2013)</p>	<p>Factors Influencing Brand Loyalty of Soft Drink Consumers in Kenya and India</p>	<p>Independent Variables:</p> <ol style="list-style-type: none"> 1. Product Quality 2. Purchase Frequency 3. Consumer Satisfaction 4. Price 5. Promotion 6. Brand Name 7. Cultural Background <p>Dependent Variable:</p> <ol style="list-style-type: none"> 1. Brand Loyalty <p>Result:</p> <p>Peer group are more powerful in influencing potential consumers to take soft drinks while in Kenyan parents play a crucial role. More importantly too, it was established that of the six variables studied, promotion is the strongest influencing factor among Kenyan soft drinks consumers while in India, brand quality matters most.</p>	<p>Population Mostly youth consumers from Local Universities in Kenyan and Indian market</p> <p>Sample Size 434 Kenyans and 878 Indians (total: 1312 respondents) from selected public universities in India and Kenya</p> <p>Sampling Technique Incidental random sampling technique</p> <p>Research Instrument Questionnaire</p> <p>Data Gathering Primary data</p> <p>Validity Construct Validity using Pilot Test</p> <p>Analysis Correlations and multiple regression (MLR) are used to check the relationship among variables</p>
<p>(Khrain, H. S., 2011)</p>	<p>The Influence of Brand Loyalty on Cosmetics Buying Behavior of</p>	<p>Independent Variables:</p> <ol style="list-style-type: none"> 1. Brand Name 2. Product Quality 3. Price 4. Design 5. Promotion 	<p>Population Young, fashionable trendsetters with high disposable income in Abu</p>

	<p>UAE Female Consumers</p>	<p>6. Service Quality 7. Store Environment</p> <p>Dependent Variable: 1. Brand Loyalty</p> <p>Result: Product quality plays a significant role in influencing consumers to be brand loyal customers. The overall research results showed that brand name, product quality, price, promotion, store environment and service quality as relevant factors attributable to brand loyalty. All these factors showed positive relationships with brand loyalty except design which had no relationship.</p>	<p>Dhabi, Jordan</p> <p>Sample Size 382 female cosmetics consumers aged between 16 to 42 in three malls of Abu Dhabi city: Abu Dhabi mall, Marina mall, Madinat Zayed Shopping Centre</p> <p>Sampling Technique Random sampling</p> <p>Research Instrument Questionnaire</p> <p>Data Gathering Primary data</p> <p>Validity Tested by Pilot test through personal interviews with five senior level professionals at Paris Gallery</p> <p>Reliability Reliability measured by Cronbach's Alpha, all above 0.6</p> <p>Analysis Descriptive analysis, one-way ANOVA and Pearson Correlation</p>
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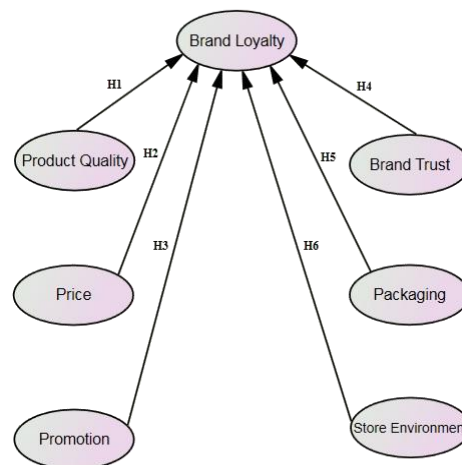
(Mazibuko, A. L., 2010)	Brand loyalty of cereal products	<p>Independent Variables:</p> <ol style="list-style-type: none"> 1. Customer Satisfaction 2. Switching costs 3. Brand Trust 4. Repeat Purchase 5. Involvement 6. Perceived Value 7. Commitment 8. Relationship Proneness 9. Brand Affect 10. Brand Relevance 11. Brand Performance 12. Culture <p>Dependent Variable:</p> <ol style="list-style-type: none"> 1. Brand Loyalty <p>Result: Switching cost, Brand trust, Repeat purchase, Commitment, Brand effect, Brand relevance and Culture are reliable. Moreover, The brand loyalty influences Customer satisfaction and Relationship proneness shows multiple failure of questions to measure the influences reliably. Then, Involvement, Perceived value and Brand performance are all slightly below the 0.58 lower limit of reliability set in this study.</p>	<p>Population People in Northern Gauteng, South Africa who are able in buying cereal</p> <p>Sample Size 150 respondents in Northern Gauteng, South Africa</p> <p>Sampling Technique Non-probability sampling, convenience method</p> <p>Research Instrument Questionnaire</p> <p>Data Gathering Primary and secondary data (existing records of various brands companies)</p> <p>Validity Tested by exploratory factors analysis</p> <p>Reliability Cronbach's Alpha, all above 0.7</p> <p>Analysis Data analysis was done by means of a factor analysis</p>
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2.3. Theoretical Framework

In order to create more understanding about this research, then the theoretical framework regarding research concept is developed on Figure 2.1. In this research, researcher used 7 variables which consist of independent variables and dependent variable. Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment are the independent variables in this research. Meanwhile, Brand Loyalty is dependent variable that previously has been studied and applied in some research such as Yee & Sidek (2008); Khan (2012); Mise, et. al (2013); Khraim, (2011); Mazibuko, (2010).

According to Khan (2012), consumer brand loyalty of branded milk is influenced by brand awareness and brand characteristics. Brand awareness includes advertising, personal selling, sales promotion and public relation, meanwhile brand characteristics include price, product quality, brand image and packaging. Moreover, factors like Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment that influence towards Brand Loyalty has been studied before by Yee & Sidek (2008); Mise et al. (2013); Mazibuko (2010); Khraim (2011); Khan, (2012).

Figure 2.1
Research Theoretical Framework Constructed by Researcher



Source: Modified from Yee & Sidek (2008); Khan (2012); Mise, et. al (2013); Khraim, (2011); Mazibuko, (2010)

2. 4. Hypotheses

This research focuses on the factors that influence consumers' brand loyalty towards Super Premium Milk in Greater Jakarta, Indonesia. Based on the factors that influence brand loyalty, the following hypotheses are derived.

H1: *There is a significant influence of product quality towards brand loyalty.*

H2: *There is a significant influence of price towards brand loyalty.*

H3: *There is a significant influence of promotion towards brand loyalty.*

H4: *There is a significant influence of brand trust towards brand loyalty.*

H5: *There is a significant influence of packaging towards brand loyalty.*

H6: *There is a significant influence of store environment towards brand loyalty.*

CHAPTER III

RESEARCH METHOD

3. 1. Research Design

In this study, questionnaire is used as the primary tool to collect data. Hence, data that has been collected will be processed through descriptive and quantitative analysis. Malhotra and Birks (2006) introduce quantitative research as the research manner that seeks to quantify data by employing some forms of statistical analysis. Moreover, Veal (2006) supports that quantitative research is relying on numerical evidence to draw conclusion or to test hypotheses. It is essential to research relatively large number of people and to employ computer to analyze the data to be sure of the reliability of results.

Since this research is quantitative research, then researcher was collecting the primary data by spreading questionnaire. The questionnaire itself was distributed by researcher to both direct respondent and online respondent. Direct respondents here were reached in some places in Greater Jakarta including hospitals and supermarkets, whereas online respondents were reached by making an online form questionnaire by using Google drive and Facebook.

3. 2. Sampling Design

3. 2. 1. Research Population

Lim & Ting define population as any complete group that shares a common set of properties (Urun, 2011). In previous research, Urun (2011) also states that actually researcher can include the entire population in the study. However, population is usually too large and it is not possible or not cost efficient to focus on all of them. In this research, the population

is mothers in Greater Jakarta who are giving formula milk for their kids' growth and development.

3. 2. 2. Sampling Size

According to Malhotra (2010) sample is a subgroup of the population element selected for participation in the study. Moreover, he explains that in Marketing research, unknown number of population targeted required a minimum sample size of 200 respondents that should be collected randomly. Furthermore, VanVoorhis & Morgan (n.d.) reveals that due to unknown number of population, the sampling size suggested can be determined by Statistical Rule of Thumbs, where the number of questions in questionnaire can be used to determine the sample size. Hence, in this research, the researcher is going to use this following formula:

$$N > 50 + 8m$$

Where:

N = sample size

M = number of questions in questionnaire

In this research, there are 30 questions available in questionnaire, then if this formula is applied in this research, $N > 50 + 8 \times 30$; hence the sample size needed for this research is more than 290 respondents. Therefore, after considering both theories, researcher is going to take 300 respondents for running this research.

3. 2. 3. Sampling Technique

Sampling techniques are classified into two types; they are probability and non-probability sampling. In this research, the non-probability

technique is adopted. Sugiyono (2008) states that in non-probability sampling method, researcher is allowed to limit the sample size, hence not every population members can be picked up to become sample. In addition, purposive sampling is adopted since researcher chose the respondents based on their unique characteristic, experience and perception towards certain thing (Cooper & Schindler, 2006). Hence, the respondents of this research required mothers in Greater Jakarta area, who are having kid(s) at 6 months – 6 years old and their kids are currently consuming Mead Johnson products.

3.3. Research Instrument

The questionnaire was created by gathering information and insight from the literature review and related previous studies done by several researchers in recent years. The questionnaire itself was structured by using 7 points of Likert-scale (1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Moderate, 5 = Slightly Agree, 6 = Agree, 7 = Strongly Agree). It also consisted of 40 questions which were classified into two groups of question. The first section was asking about respondent profiles regarding the demographic questions, domicile, occupation, education, and family's primary expense including the expense for consuming milk in a month. The next section was asking about respondents' agreement level towards factors that can influence them to be loyal to certain brand of formula milk.

Table 3.1
Statements Used in the Research

Constructs	Indicator	Reference
	1. I usually trust a well-known brand because it uses celebrities and famous actors in an advertisement	Mise, Nair, Odera & Ogutu (2013)
	2. The formula milk brand that I have always bought for my kids indicated a	Ahmed &

Product Quality	good quality	Moosavi (2013)
	3. The price of certain product would reflect to its quality	Verma & Gupta (2004)
	4. The product quality of this brand is really reliable	Omanga, L. K. (2013)
Price	5. The price of Milk Formula that I have always bought for my kids is worth	Mazibuko, A. L. (2010)
	6. Increases of price not hinder me to purchase	Yee & Sidek (2008)
	7. The brand provides goods value for money	Yee & Sidek (2008)
	8. If viewed from the price side, the positioning of current formula milk brand that I choose, is better than other brands	Mazibuko, A. L. (2010)
Promotion	9. When I see the promotion label I will spend over my budgeting limit	Park Jin Woo
	10. I feel that I have more benefit if I can get discount	Park Jin woo
	11. I know there is the promotion from Milk product because the products is available in the big retail shop	Shih, T. Y. (2010)
	12. I know much about the milk product from TV, social media, billboard and magazine	Shih, T. Y. (2010)
	13. Advertisement of the Milk Formula brand attract me to purchase	Yee & Sidek (2008)
Brand Trust	14. I trust the FMCG brands I am loyal towards	Mazibuko, A. L. (2010)
	15. I have confidence in the FMCG that I am loyal to	Mazibuko, A. L. (2010)
	16. The FMCG brands I purchase has consistently high quality	Mazibuko, A. L. (2010)
	17. The reputation of a FMCG brand is a key factor in me maintaining brand loyalty	Mazibuko, A. L. (2010)
	18. Milk package design is valuable for me	Ksenia, P. (2013)

Packaging	19. Milk package design is telling me about product quality	Ksenia, P. (2013)
	20. Package helps me to identify (know) the product from others	Variawa, E. (2010)
	21. Strong packaging makes me want to buy it	Variawa, E. (2010)
Store Environment	22. The brand has good store location	Yee & Sidek (2008)
	23. This brand is available in retail outlets that can be easily reached by consumers	Yee & Sidek (2008)
	24. Interior display of retail stores that provide / sell this brand is very attractive	Yee & Sidek (2008)
	25. Planogram display in every retail store that sells this brand is very attractive, thus it makes me easy to find the product	Gillani, Yousaf & Khan (2013)
Brand Loyalty	26. I generally buy the same formula milk brand that I have always bought for my kids	Mise, Nair, Odera & Ogutu (2013)
	27. Once I get used to a formula milk brand, I hate to switch	Kristinsdóttir (2010)
	28. Once I have made a choice on which formula milk brand to purchase, I am likely to continue to buy it without considering other brands	Kristinsdóttir (2010)
	29. I will continue to be loyal customer for this brand	Omanga, L. K. (2013)
	30. I intend to recommend this brand to others	Omanga, L. K. (2013)

3. 4. Validity and Reliability

3. 4. 1. Validity Test

Validity test is needed to determine whether or not the respondents have the same understanding to the questions in given questionnaire. If they have the same understanding, then the question can be categorized as

valid question, but if not, the question should be deleted. Moreover, Malhotra (2010) states that researcher may assess several types of validity, they are content validity (face validity), criterion validity, construct validity.

1. Content Validity

Content validity or sometimes called as face validity, refers to the subjective agreement among professionals (experts and researchers) that a scale logically reflects the measured concept (Zikmund & Babin, 2010). Moreover, Malhotra (2010) explains that content validity is a subjective but systematic evaluation of how well the content of a scale represents the measurement. In this type of validation, researcher examines whether or not the scale items adequately cover the entire domain of the construct being measured. By its subjective nature, content validity alone is not an adequate measure of validity. Hence it only helps in a common-sense interpretation of the scale score.

2. Criterion Validity

Criterion validity reflects whether a scale performs as expected in relation to other variables selected as meaningful criteria (criterion variables). Criterion variables may include demographic and psychographic characteristics, attitudinal and behavioral measures, or the scores got from other scales. Malhotra (2010) classifies criterion validity based on time period involved, into two types; they are concurrent validity and predictive validity. Concurrent validity refers to the degree of which validity is assessed when the data on the scale being evaluated and on criterion variables are collected at the same time. Whereas, predictive validity refers to the degree to which test scores are correlated with relevant variables that are measured in future time. In assessing concurrent validity, researcher may develop short forms of standard personality instruments. The original

instruments and the short versions would be simultaneously administered to respondent and the results compared. Despite predictive validity, researcher may collect data on the scale at one point in time and the data on the criterion variables at a future time.

3. Construct Validity

Construct validity is the degree to which test scores can be interpreted as reflecting a particular construct. It is conducted through factor analysis. According to Malhotra (2010), factor analysis is a multivariate statistical procedure that used to examine the interdependence of all variables. This method aims to reduce and remove the redundancy or duplicate variable. In addition, there are several steps that have to be passed in testing factor analysis, including KMO (Kaiser-Meyer-Olkin) & Bartlett Test, communalities, total of variance, and rotated component matrix.

1) KMO (*Kaiser-Meyer-Olkin*) & Bartlett Test

Before defining the validity of the variables, KMO test should be conducting first to determine correlation matrix between the analyzed variables. KMO is test for adequacy, meanwhile Bartlett test for sphericity. This is aimed to measure the appropriateness of factor analysis conducted. The value should be above 0.5 ($KMO \geq 0.5$), then factor analysis is appropriate.

2) Communalities

Communalities are the measurement of the ability of one question to explain the relationship between the question and the variable. Malhotra (2010) explains that the amount of variance variable for communalities should be above 0.5 ($Communalities \geq 0.5$).

3) Total Variance

Total variance explained is the table that shows the sum of variance. To pass the validity test, Malhotra (2010) explains that

the total of variable explained has to pass the satisfactory level which is greater than 60% of the variance.

4) **Rotated Component Matrix**

Rotated component matrix is used to deliver a table that consists of factor loading of each variable on the component and shows the relationship of variable and component. Factor loadings minimum value should be greater than 0.5 (Hair, Black, Babin, & Anderson, 2009).

3.4.2. **Reliability Test**

Reliability test is used to examine respondent's understanding regarding the questions in the given questionnaire which shown by the consistency in the answer. In simple words, reliability refers to test consistency (Ho, 2006). To check the reliability, this research used the Cronbach's alpha. Cronbach's alpha is the most often used to determine the reliability of multi-item scale. Cronbach's α can be defined by the followed equation:

$$\text{Cronbach's } \alpha = \frac{N \cdot r}{1 + (N - 1) \cdot r}$$

Where:

α = coefficient of Cronbach's α

r = mean correlation between variables

N = number of questions

According to Malhotra (2010), Cronbach Alpha value should be greater or equal to 0.6 that indicates satisfactory internal consistency reliability and can be used for further process. However, if the result is less than 0.6, it means the question is not valid and must be deleted.

3. 5. Data Collection Procedure

The primary data of this research was collected through spreading questionnaire to direct respondents and online respondents via Google Drive and Facebook to reach Mead Johnson consumers in Greater Jakarta area. The questionnaire itself contained 5 demographical questions, 6 additional information questions and 30 other questions to measure other variables using 7 points of Likert-scale (1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Moderate, 5 = Slightly Agree, 6 = Agree, 7 = Strongly Agree).

Duration of data collection process that would be established start from November 2014 until December 2014. Moreover, the data set for this study was subjected to AMOS software package analysis.

3. 6. Data Analysis Tool

3. 6. 1. Structural Equation Modeling (SEM Analysis)

This data was analyzed through structural equation modeling (SEM). SEM is a multivariate technique that allows the researcher to check out a sequence of dependence relationship among exogenous and endogenous variables (Ho, 2006). Statistically, SEM is a flexible yet comprehensive model that is able to determine the pattern of relationship among variables. It represents an extension of general linear modeling procedures, such as ANOVA and multiple regression analysis. One of the primary advantage of SEM is that it can be used to study the relationships among latent / hidden constructs that indicated by multiple measures (Lei & Wu, 2007).

3. 6. 2. Classical Assumption Test

Before conducting hypothesis test, classical assumption needed to be conducted first. Through this test, the normality, multicollinearity, and heterocedasticity of the data can be detected.

1. Normality

Normality aims to find out whether or not the scattered data eligible in term of normality assumption in order to be processed for SEM. Normality test can be detected through assessment of normality table on AMOS. Ghozali in Shariff, Setyawati & Anindita (2012) explains that the data distribution can be categorized as normal if Critical Ratio (CR) of skewness and kurtosis value is ± 2.58 .

2. Multicollinearity

Multicollinearity can be found from the determinant matrix covariance. The purpose of multicollinearity test is to find out whether there is high correlation among independent variables in the model or not. Multicollinearity can be checked through VIF (Variance Inflation Factor) that provides the index of how much variance of estimated regression coefficient increases because of collinearity. Malhotra (2010) explains that VIF score has to be lower than 10 to prove collinearity does not affect the regression coefficient.

3. Heterocedasticity

The purpose of Heterocedasticity test is to examine the assumption of constant variance of the error term by plotting the standardized residuals against the standardized predicted values of the dependent variable. Malhotra (2010) says that the residuals should fall randomly without making any pattern if the assumption is true.

3. 6. 3. Hypothesis Testing

In hypothesis testing, there are multiple measurements in model fit that should be measured. Model fit is determined by comparing how closely

the estimated covariance matrix matches with the observed covariance matrix in the sample data (Malhotra, 2010). Furthermore, He explains that there are some examination factors in SEM that should be tested, they are as followed:

1. Chi-Square Statistic (X^2)

Chi-square is the most fundamental testing tool to measure the overall fit. It indicates the amount of difference between the expected and observed covariance matrices. In addition, Chi-square is very sensitive with the number of sample used, it will effective if the number of sample among 50 – 200. Hence, if the number of sample is bigger than 200, then chi-square should be accompanied by other test tools (Ferdinand, 2002). If a chi-square value is close to zero, then it shows a little difference between the expected and observed covariance matrices. Therefore, Malhotra (2010) suggests that the cut-off value of probability level has to be lower than 0.05 ($p < 0.05$).

2. RMSEA (The Root Mean Square Error of Approximation)

If the chi-square test only can be used to analyze limited number of data, hence the test has to be balanced with RMSEA that can be utilized to indicate the goodness-of-fit in large number of data for more than 200. RMSEA is an index value from 0 to 1 with a smaller value indicates better model fit. If the value above 1, then it indicates the poor fit. MacCallum in Hooper et al. (2008) states that a value of RSMEA between 0.08 and 0.10 provides a mediocre fit. Hence, Malhotra (2010) supports that the lower RSMEA values indicate better model fit. RMSEA value should be less or equal than 0.08 (≤ 0.08).

3. Goodness of Fit Index (GFI)

The goodness of fit index was created as an alternative to the Chi-square test and calculates the proportion of variance that is accounted for the estimated population covariance (Tabachnick & Fidell as cited in Hooper

et al., 2008). The range of GFI outcome is between 0 and 1. GFI value of 0 means a poor fit and 1 means perfect fit. The value of $GFI \geq 0.90$ shows good fit result, whereas $0.80 \leq GFI \leq 0.90$ still acceptable as marginal fit situation.

4. Adjusted Goodness-of-Fit Index (AGFI)

Adjusted Goodness-of-Fit Index is a modification version of Goodness-of-fit index. AGFI also applies the same acceptance standard as GFI, which poor fit is indicated by 0 and perfect fit is indicated by 1. AGFI will be good fit if the value is equal or more than 0.90 (≥ 0.90) and stated as marginal fit if the value is between 0.80 and 0.90.

5. CMIN/DF

CMIN/DF is used to measure the level fit of the research model. CMIN/DF is also well-known as chi-square statistic. CMIN/DF can be found from dividing chi-square value by degrees of freedom. CMIN/DF or known as chi-square statistic value will be good fit if the value is lower than 5.0.

6. Non-normed Fit Index (NNFI) or Tucker-Lewis Index (TLI)

Non-normed Fit Index (NNFI) is also known as the Tucker-Lewis index (TLI). TLI is used to measure the frugality by assessing the degrees of freedom from the proposed model to the degrees of freedom of the null model. Models with good fit have a TLI value that is close to 1. Therefore, the acceptable TLI is equal or greater than 0.95; hence the value indicates a very good fit.

7. Comparative Fit Index (CFI)

CFI is a non-centrality parameter-based index to overcome the limitation of the sample size effect. In simple words, this index is not influenced by the number of sample. Value of CFI has range between 0 up to 1; a value

that closes to 1 indicates good fit. Moreover, the acceptable model fit that indicated by CFI value should be equal or greater than 0.90 (≥ 0.90).

8. Normed Fit Index (NFI)

NFI value is used to know whether or not there are differences in the target model and in the basic model. Value of NFI has range between 0 – 1 as well. A value of equal or greater than 0.90 (≥ 0.90) indicates as good fit and NFI value between 0.80 – 0.90 indicates as marginal fit.

9. Incremental Fit Index (IFI)

Value of IFI has range between 0 – 1. If the value is equal or greater than 0.90 (≥ 0.90), then it indicates as good fit, meanwhile the value between 0.80 – 0.90 indicates as marginal fit.

Table 3.2
Goodness of Fit Index

Goodness of Fit Index	Cut of Value
Chi-square	$P < 0.05$
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 5.00
TLI	≥ 0.95
CFI	≥ 0.90
NFI	≥ 0.90
IFI	≥ 0.90

CHAPTER IV

ANALYSIS AND INTERPRETATION

4. 1. Company Profile

PT. Mead Johnson Nutrition is one of the initial American Corporations that focused on science for Infant and Children that headquartered in Glenview, Illinois, US. It was established in 1905, in Jersey City, New Jersey, by Edward Mead Johnson, Sr. He started this Company after leaving Johnson & Johnson, the Company that he established with his brothers, Robert Wood Johnson and James Wood Johnson.

Along the history of PT. Mead Johnson Nutrition, the commitments to support good nutrition early in life and to improve the health and development of infants and children around the world have been hallmarks of this organization. Nowadays, PT. Mead Johnson Nutrition markets its portfolio of more than 70 products to mothers, healthcare professional, and retailers in more than 50 countries in North America, Latin America, Europe and Asia, including Indonesia. Hence, PT. Mead Johnson Indonesia is a part of Mead Johnson Nutrition. The product of this Multinational Company has been entering Indonesian market since 1920's. This company is concerned as one of super-premium brand of milk in Indonesia.

4. 1. 1. Products of Mead Johnson Company

PT. Mead Johnson Nutrition is concerning to develop products designed to help meeting the nutritional needs of infants and children. Below are the products of Mead Johnson that offered in Indonesia:

1. *Enfamil A+ 1* is an infant formula with DHA and ARA that formulated to meet the nutrition need of Infant at age of 0 – 6 months.

2. *Enfamil A+ 2* is an advanced formula with DHA and ARA that formulated to meet the nutrition need of Infant at age of 6 – 12 months.
3. *Enfagrow A+ 3* is a growth formula with DHA and ARA that formulated to meet the nutrition need of Children at age of 1 – 3 years old.
4. *Enfagrow A+ 4* is a growth formula with DHA and ARA that formulated to meet the nutrition need of Children at age of 3 - 12 years old.
5. *Sustagen Junior 1+* is a growth formula with completed and balanced nutrition that formulated to meet the 100% AKG of Children at age of 1 – 3 years old.
6. *Sustagen Kid 3+* is a growth formula with completed and balanced nutrition that formulated to meet the 100% AKG of Children at age of 3 – 6 years old.
7. *Sustagen School 6+* is a growth formula with completed and balanced nutrition that formulated to meet the 100% AKG of Children at age of beyond 6 years old.

PT. Mead Johnson Indonesia also produces a range of other product, for pregnant and nursing mothers, including EnfaMama with vitamin supplements and/or an increased supply of DHA for brain development.

4. 1. 2. Vision, Mission and Objective

The Vision of PT. Mead Johnson Nutrition is

To be the world's leading Nutrition Company for babies and children.

The Mission of PT. Mead Johnson Nutrition is

To nourish the world's children for the best start in life.

Values:

- Passionate pursuit of continuous improvement in all we do
- Uncompromising commitment to scientific rigor and product quality

- Unwavering integrity in every relationship we have and action we take
- An environment of openness, respect, and high performance

In PT. Mead Johnson, employees are guided by its Core Behaviors, which further enhance its culture and define how it can best demonstrate its Mission, Vision and Values in daily work.

The four Core Behaviors are:

- Drive Performance with Focus
- Communicate with Clarity
- Innovate and Improve
- Develop and Engage

Source: <http://www.meadjohnson.co.id/>

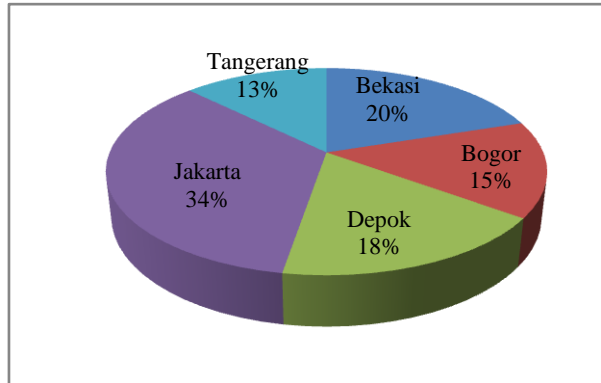
4. 2. Data Analysis

4.2.1 Respondent Profiles

Around 500 questionnaires have been spread both direct and online to mothers in Greater Jakarta area, however, there were 48 questionnaires are invalid because of not passing research limitation and there were some unfilled section for certain questions, around 152 chats were ignored by respondents via chatting on Facebook. Therefore, as targeted in previous chapter (Chapter III), total collected questionnaires were 300 as valid responses.

1. Respondents Domicile

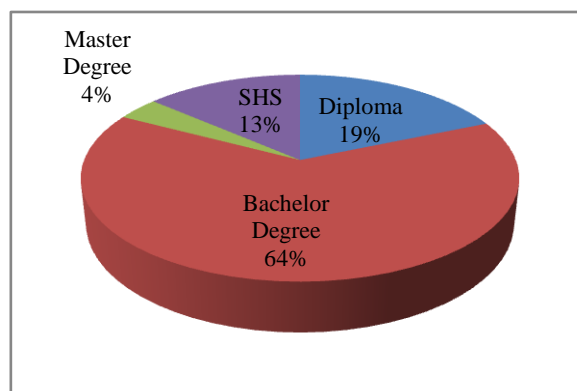
Figure 4.1
Respondents Domicile



Most of the respondents who participated in filling out the questionnaire were people who lived in Jakarta by 34% or equal to 102 mothers, then followed by mothers who lived in the rest four cities. 20% of respondents lived in Bekasi or equal to 60 mothers, 18% of respondents lived in Depok or equal to 54 mothers, and the rest of respondents came from Bogor by 15% or 45 mothers and Tangerang by 13% or equal to 39 mothers.

2. Last Education of Respondents

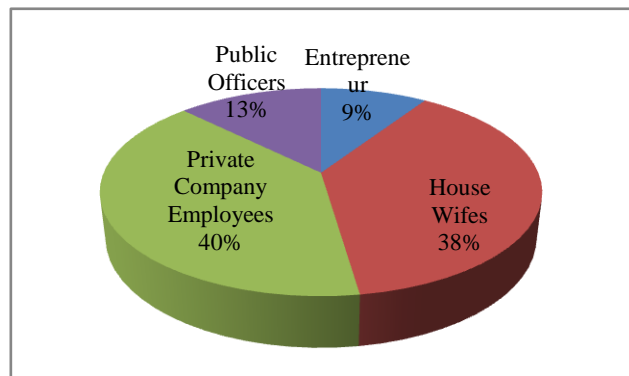
Figure 4.2
Last Education of Respondents



The majority of respondents were those who got Bachelor Degree as their last education by 64% from the total of respondents or equal to 192 mothers, while the rest 36 % were those who got Diploma as their last education by 19% or equal to 56 mothers, then followed by 13% of respondents were those who got Senior High School or equal to 41 mothers and only 4% of total respondents or equal to 11 mothers were those who got Master Degree as their last education.

3. Occupation

Figure 4.3
Respondents Occupation



The majority of respondents' occupations were private company employees and housewives. These two occupations contributed as much as 78% of total respondents or equal to 234 mothers, then followed by respondents who were public officers by 13% or equal to 39 mothers and entrepreneurs by 9% or equal to 27 mothers.

4. The primary family Expense in a month

Figure 4.4

Respondents primary family expense in a month

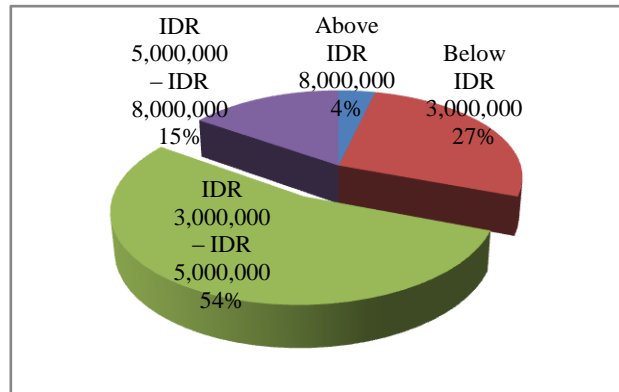
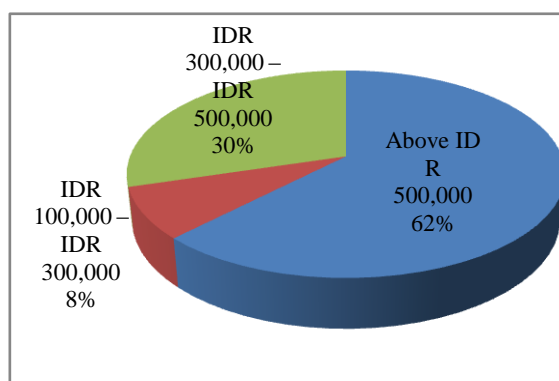


Figure 4.4 shows respondents' economic background, most of mothers already in category of middle upper economic level. This is proven by the majority percentage of respondents who had primary family expense with range of IDR 3,000,000 – IDR 5,000,000 in a month by 54% or equal to 162 respondents.

5. Expenditure for purchasing family need of milk in a month

Figure 4.5

Respondents expenditure for purchasing Milk in a month



As shown by Figure 4.5, most of mothers who participated in the survey of this research had an expenditure for purchasing family need of milk above IDR 500,000 by 62% or equal to 187 respondents, and

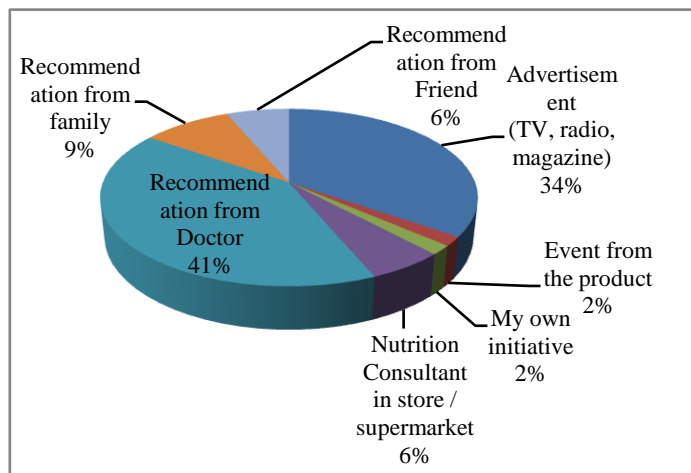
then followed by the rest of 38% from respondents who had expenditure for milk at range of IDR 300,000 – IDR 500,000 and at range of IDR 100,000 – IDR 300,000.

6. Source of knowing current product used

Figure 4.7 shows that most of respondents chosen formula milk for their kids due to the recommendation of Doctor by 41% or equal to 123 mothers, and then followed by factor of advertisement by 34% of total respondents or equal to 104 mothers. Then, the rest 25% indicated they chosen current brand of formula milk because of the recommendations from family or friend, Nutrition Consultant (NC) in store, even from the product, or even their own initiative.

Figure 4.6

Respondents source of knowing current milk used



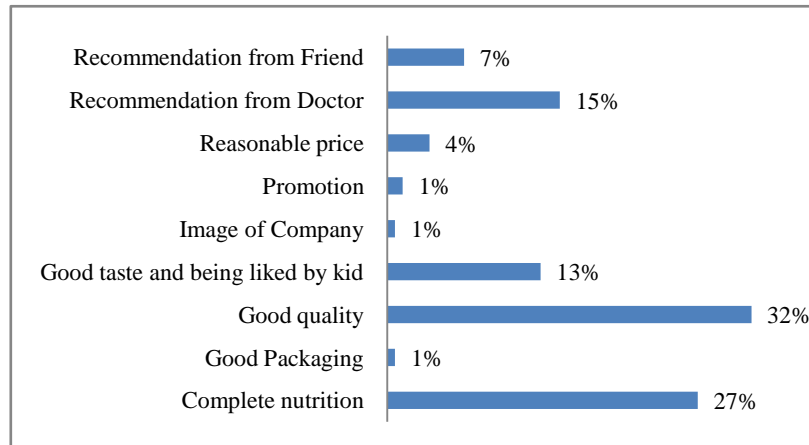
7. Mothers' consideration before purchasing kids formula

Most of Mothers considered about the goodness of quality, completeness of nutrition, taste, as well as the recommendation from trustworthy persons when they wanted to choose a specific formula milk product for their kids. All of these factors dominated the voice

in this questionnaire, as they contributed 94% or equal to 282 respondents out of 300 respondents.

Figure 4.7

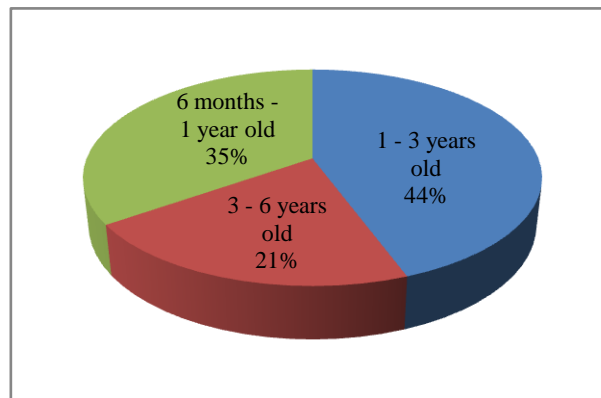
Respondents' consideration before purchasing kids formula



8. The ages of Respondents' kid

Figure 4.8

Age of Respondents' Kids



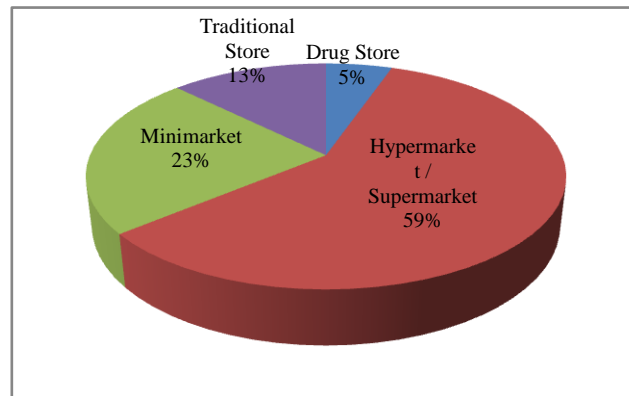
Most of mothers who gave premium formula milk for their kids are those who had kids at age 1 – 3 years old by 44 % or equal to 132 respondents. Moreover, mothers who had kids at age 6 months – 1 year old by 35% or equal to 105 respondents, and mothers who had kids at age 3 – 6 years old by contributing 21% of voice in this questionnaire or equal to 63 respondents.

9. Place of Buying Formula Milk

Figure 4.10 shows that the majority of respondents in this research chosen hypermarket/ supermarket as their favorite place to buy formula milk. There were 176 mothers out of 300 respondents or equal to 59% who went to hypermarket/supermarket when they aimed to buy formula milk for their kids. Meanwhile rest of respondents chosen to go to Minimarket, traditional store or even drug store to buy formula milk.

Figure 4.9

Place of Respondents Buy Formula Milk



10. Reason

Figure 4.10

Reason of Choosing Different Store to Buy Formula Milk

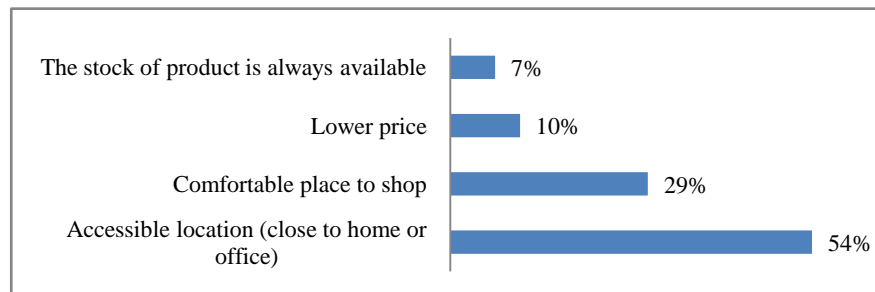


Figure 4.11 shows that most of mothers chosen a certain store to buy formula milk is because several reasons. The most voted reason is

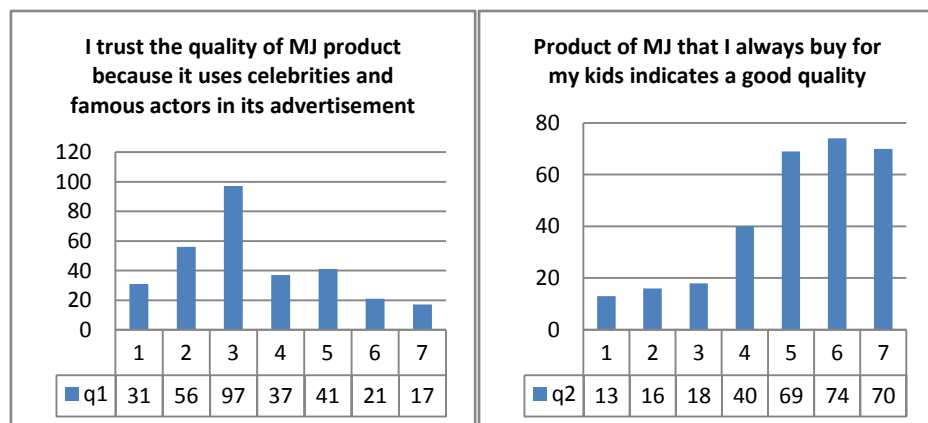
because the store had accessible location or closed to their home or even their office, this reason got 54% votes from 300 respondents or equal to 161 mothers. Moreover, there were 88 respondents or equal to 29% respondents that chosen a certain store because of considering the comfortable place to do shopping. Then the rest reasons 21% of respondents said that they chosen a certain place to buy formula milk because of the price is lower at certain store or due to the availability of stocks.

4.2.2 Descriptive Analysis

In descriptive analysis section, this research gave the detail of respondents' answers for each question. The answers of respondents were indicated by 7 points of Likert scale; 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Moderate, 5 = Slightly Agree, 6 = Agree, 7 = Strongly Agree. Hence, the summarize data of each question in questionnaire was represented as follow:

Figure 4.11

Product Quality Factor Respondents' Review



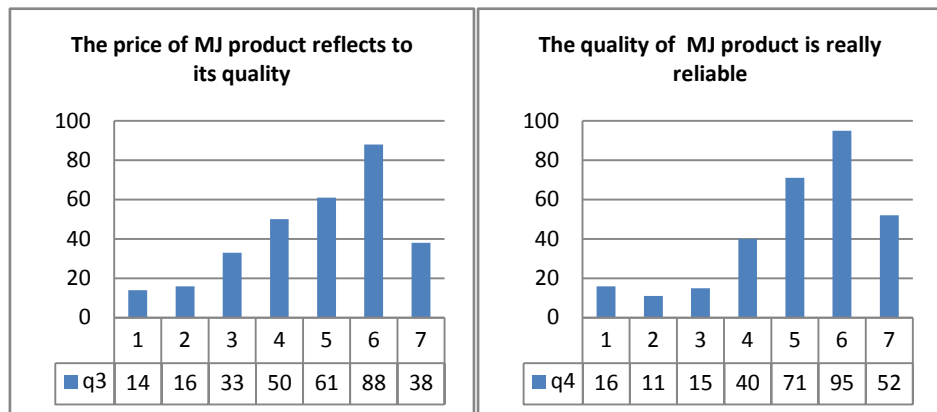
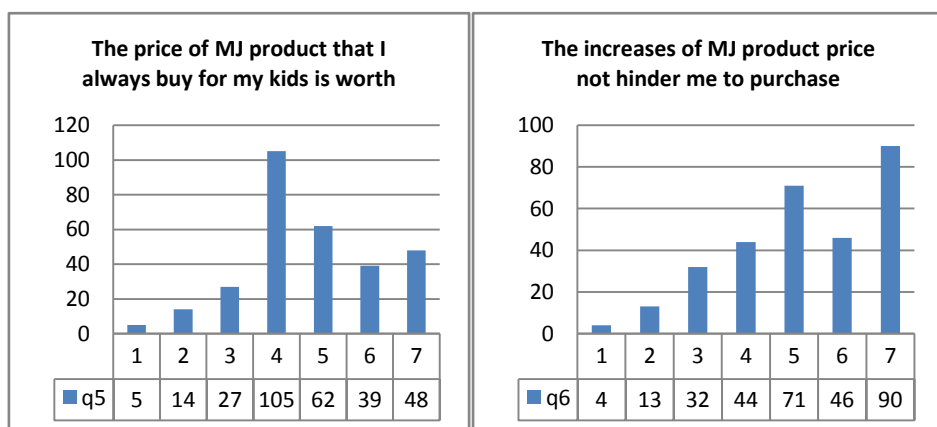


Figure 4.11 represents the respondents' response towards each product quality instrument (Question 1, 2, 3 and 4). In Question 1, 61% of respondents tended to answer disagree with the given statement that they trust the quality of MJ product because it uses celebrities and famous actors in its advertisement. In contrast, only 26% respondents out of 300 agreed with this statement. Hence, Question 1 was not valid when conducting validity test, then it was deleted. In other hand, Question 2 shows 71% of respondents agreed that Formula milk product that currently they used indicating a good quality. Question 3 shows 62% of respondents agreed that the price of a certain product reflects to its quality. Furthermore, Question 4 depicts that 73% of respondents agreed to respond that the quality of Mead Johnson product is really reliable.

Figure 4.12

Price Factor Respondents' Review



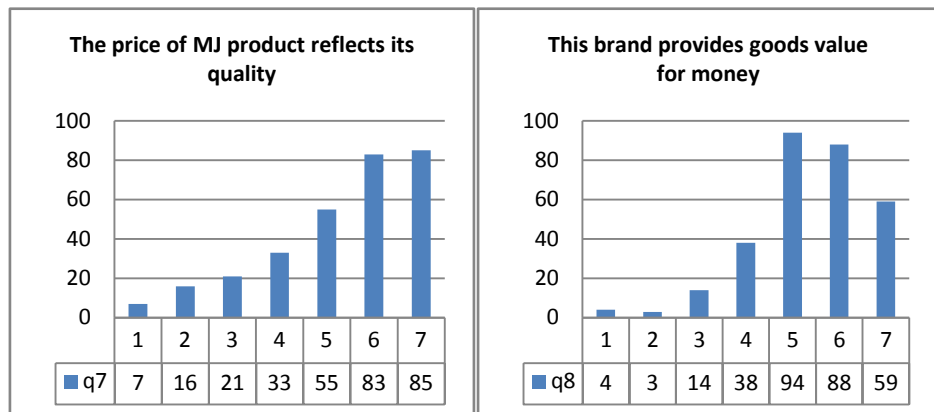
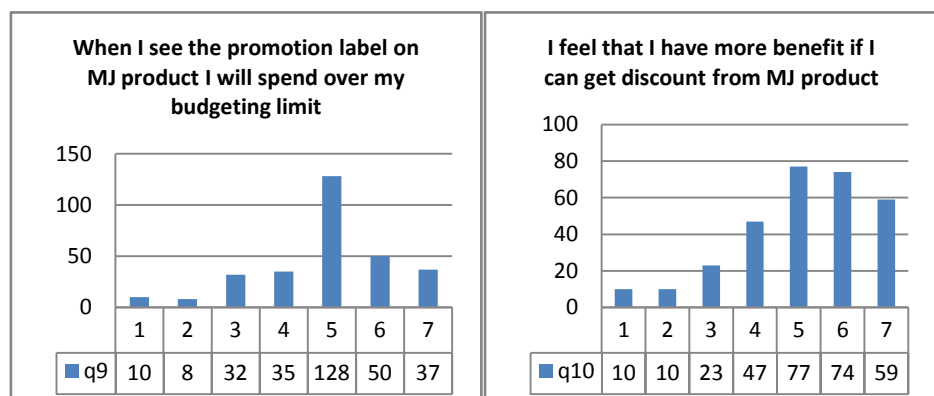


Figure 4.12 represents the indicators of Price factor (Question 5, 6, 7 and 8). Question 5 shows 35% of respondents tended to choose moderate to respond whether or not the price of formula milk that they used has worth price. In survey, researcher found that there were some mothers that complain about the high price of Mead Johnson product. Even so, Question 6 shows that 69% of mothers in this research would not hinder to purchase this formula milk brand if the price is getting increase, because they perceived that current formula milk that consumed by their kid has become a need to fulfill the growth and development period of kids. Moreover, Question 7 shows 74% of respondents agreed that price of certain product reflected to its quality. Question 8 shows there were around 80% of respondents agreed that brand of formula milk their kids' consumed provides goods value for money.

Figure 4.13

Promotion Factor Respondents' Review



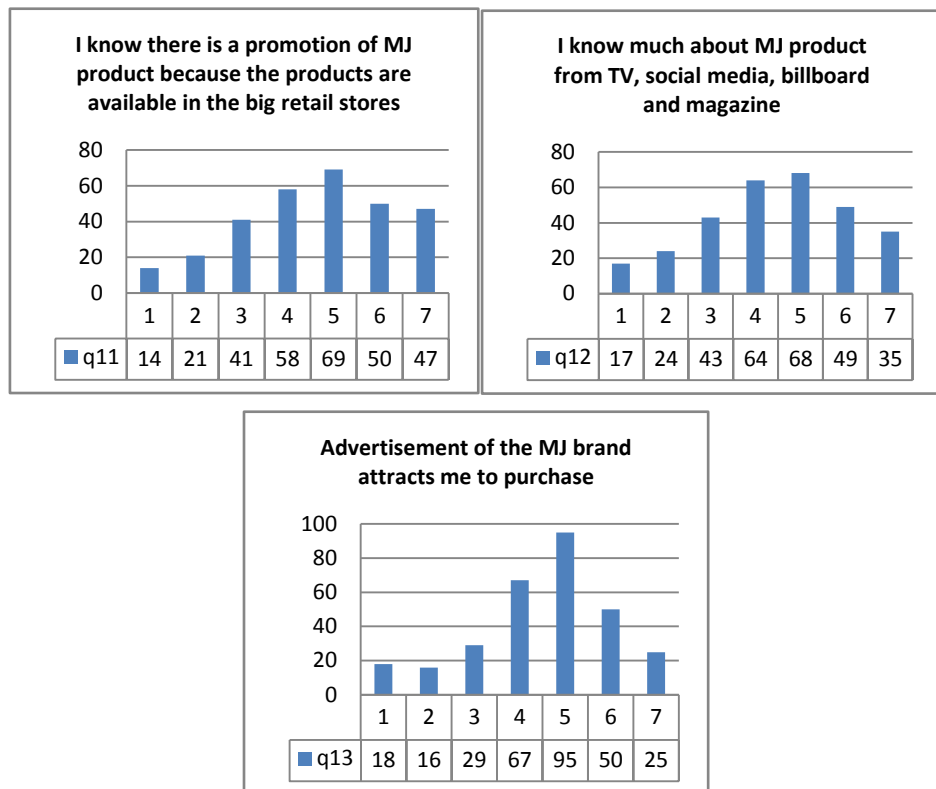


Figure 4.13 represents the indicators of Promotion factor (Question 9, 10, 11, 12 and 13). Question 9 shows the respondents' level of agreement about statement that they will spend over budgeting limit when they see the promotion label on MJ product, 72% of respondents agreed with this statement. Moreover, Question 10 shows 70% of respondents agreed that they have more benefit when they got discount from MJ product. Question 11 shows that 55% of respondents agreed they known the availability of promotion on MJ product because the products were available in the big retail stores. Question 12 shows 51% of respondents known much about MJ product from TV, social media, billboard and magazine. Then, Question 13 shows 57% of respondents agreed that advertisement of a certain brand of formula milk attracted them to purchase it.

Figure 4.14
Brand Trust Factor Respondents' Review

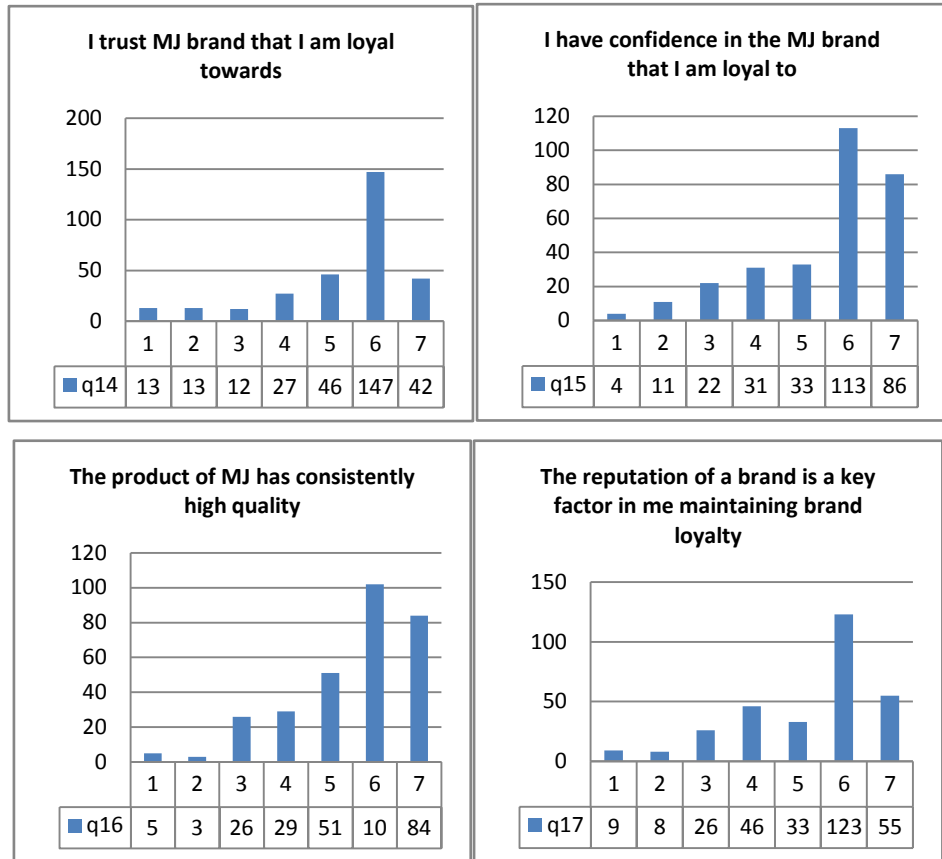


Figure 4.14 represents the indicators of Brand Trust factor (Question 14, 15, 16 and 17). Question 14 shows 78% of respondents trusted MJ brand that they are loyal towards. Question 15 shows 77% of mothers in this research had confidence in brand of formula milk that they gave to their kids. Question 16 shows 79% of respondents agreed that product of MJ has consistently high quality. Furthermore, Question 17 shows 70% of respondents agreed that reputation of a brand was a key factor for them in maintaining brand loyalty.

Figure 4.15
Packaging Factor Respondents' Review

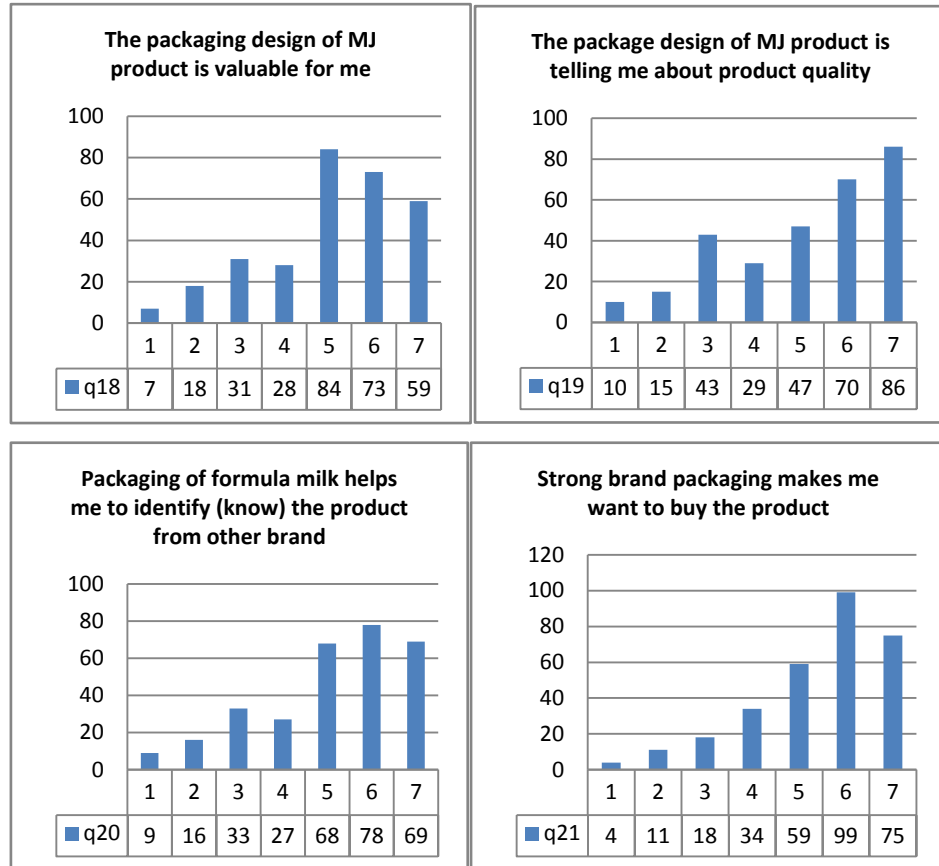


Figure 4.15 represents the indicators of Packaging factor (Question 18, 19, 20 and 21). Question 18 asked whether packaging design of MJ product was valuable for them, and 72% of respondents agreed about it. Question 19 shows 68% of respondents agreed that package design of MJ product was telling them about product quality. Question 20 shows 72% of respondents agreed that packaging of formula milk helped them to identify (know) the product from other brand. Then, question 21 shows 78% of respondents agreed that strong brand packaging of formula milk made them wanted to buy the product.

Figure 4.16
Store Environment Factor Respondents' Review

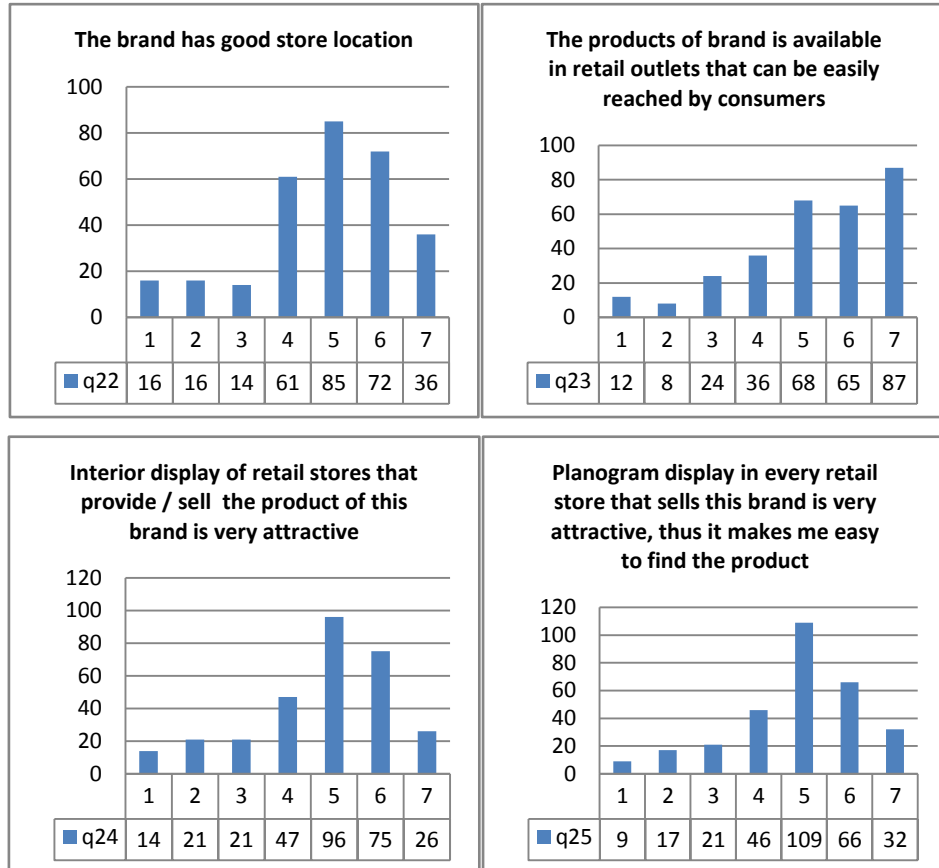


Figure 4.16 represents the indicators of Store Environment factor (Question 22, 23, 24 and 25). Question 22 shows 64% of respondents agreed that the brand has good store location. Question 23 shows 73% of respondents agreed that this brand was available in retail outlets that could be easily reached by consumers. Questions 24 shows 66% of consumers agreed that Interior display of retail stores that provide / sell this brand was very attractive. Question 25 shows 69% of respondents agreed that Planogram display in every retail store that sells this brand was very attractive hence they could easily find the product.

Figure 4.17
Brand Loyalty Factor Respondents' Review

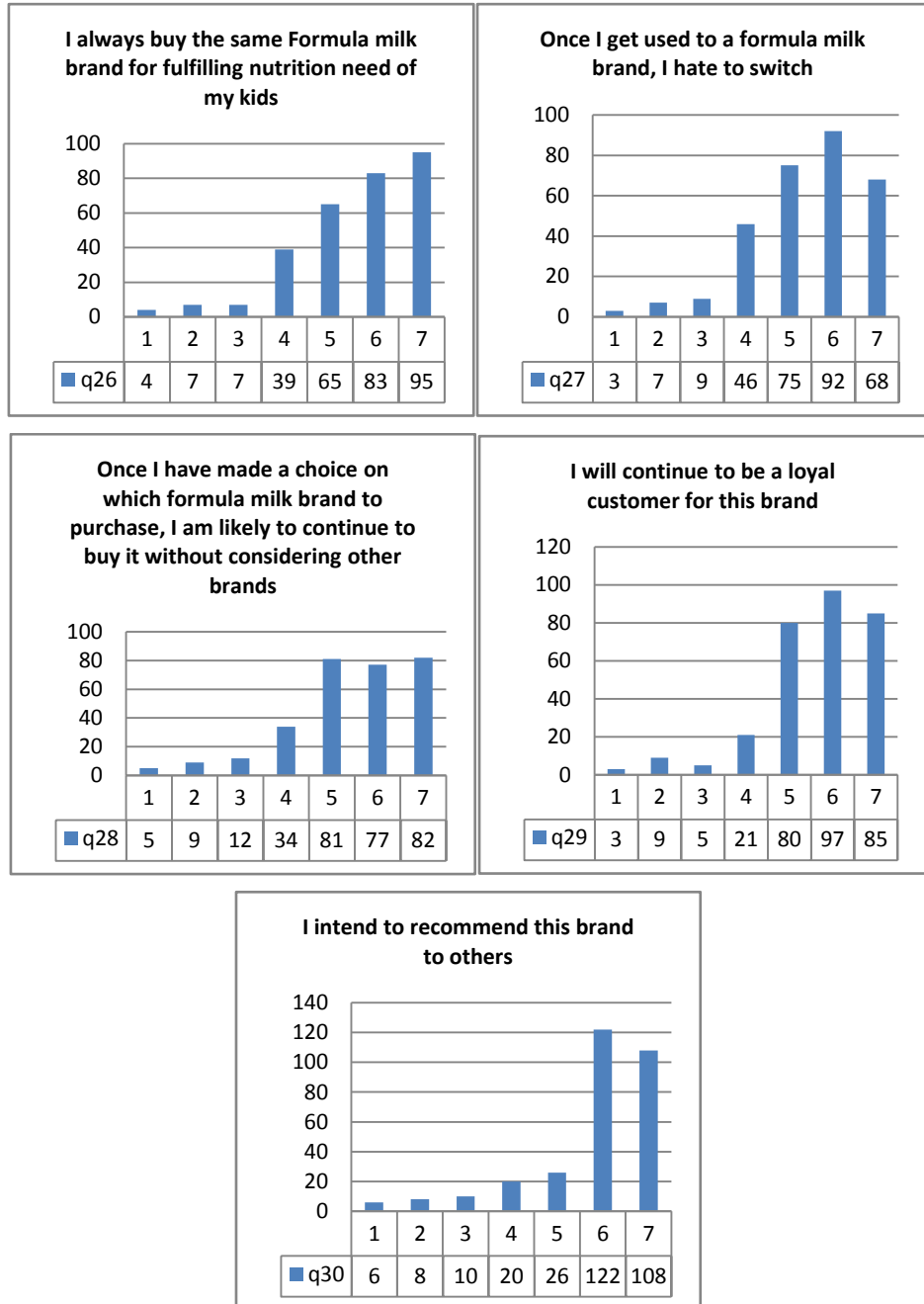


Figure 4.17 represents the indicators of Brand Loyalty (Question 26, 27, 28, 29 and 30). Question 26 shows 81% of respondents bought the same Formula milk brand for fulfilling nutrition need of their kids. Question 27 shows 78 % of respondents hate to switch once they used to buy a certain

brand of formula milk. Question 28 shows 80% of respondents likely to continue to buy a certain brand of formula milk without considering other brands once they have made a choice. Question 29 shows 87% of respondents would continue to be a loyal customer for current brand that they gave to their kids. Question 30 shows that 85% of respondents intended to recommend the brand to others.

4.2.3 Validity Test

In validity test, factor analysis conducted to check data collected by using Kaiser-Meyer-Olkin (KMO), Bartlett's test, Communalities and Rotated Component Matrix as parameters.

1. KMO & Significance Test

Table 4.1a

KMO and Bartlett's Test of Independent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,787
Bartlett's Test of Sphericity	Approx. Chi-Square	2224,356
	df	171
	Sig.	,000

Table 4.1b

KMO and Bartlett's Test of Dependent Variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,822
Bartlett's Test of Sphericity	Approx. Chi-Square	691,729
	df	10
	Sig.	,000

Table 4.1a and Table 4.1b show the first analysis in validity test, which is KMO and Barlett's Test analysis. The value of KMO should be greater than 0.5 and Barlett's Test of Sphericity Sig., should be lower than 0.05.

Researcher found that all variables from independent (Table 4.1a) and dependent variable (Table 4.1b) passed the KMO value (greater than 0.5). Moreover, the Significance value of Barlett's Test of this research was passing requirement value as well (lower than 0.05), both independent and dependent variable Bartlett's Test sig., had value of 0.000, which means this model is approaching the real situation.

2. Communalities

Communalities are very important to measure the data validity in term of variance amount share with other entire variables. The minimum value required was greater than 0.5, then the variable could be categorized as valid.

Table 4.2a
Communalities of Independent Variable

	Initial	Extraction
PQ2	1,000	,758
PQ3	1,000	,737
PQ4	1,000	,692
PR1	1,000	,707
PR2	1,000	,717
PR3	1,000	,577
PO2	1,000	,635
PO3	1,000	,653
PO4	1,000	,645
BT1	1,000	,743
BT2	1,000	,735
BT3	1,000	,642
BT4	1,000	,687
PA2	1,000	,815

PA3	1,000	,816
SE1	1,000	,719
SE2	1,000	,628
SE3	1,000	,804
SE4	1,000	,801

Extraction Method: Principal Component Analysis.

Table 4.2b
Communalities of Dependent Variable

	Initial	Extraction
BL1	1,000	,613
BL2	1,000	,647
BL3	1,000	,686
BL4	1,000	,615
BL5	1,000	,685

Extraction Method: Principal Component Analysis.

Based on table above (Table 4.2a & Table 4.2b), in order to be valid, all variables must pass communalities value that is greater than 0.5. Researcher found that on Table 4.2a, 1 question of Product Quality (PQ1), 1 question of Price (PR4), 2 questions of Promotion (PO1 and PO5), and 2 questions of Packaging (PA1 and PA4) were less than 0.5, hence these questions should be deleted (Appendix B). Moreover, on Table 4.2b of dependent variable shows that all questions were passed the communalities value (greater than 0.5).

3. Total Variance Explained

Total variance explained is the cumulative of variance explained by each variable that can be seen in Total Variance Explained Table (Appendix B). Total variance explained of 6 independent variables that consisted of 19 questions explained by 1st factor was 15.171%, 2nd factor was 14.722%,

3rd factor was 11.520%, 4th factor was 10.459%, 5th factor was 10.298% and the 6th factor was 8.950%. The table shows there were six factors from variables observed that affected approximately 71% of Mother's brand loyalty of Super Premium Milk. Furthermore, dependent variable or Brand Loyalty variable explained with a percentage of 64.922%. Researcher found that all of the total variance explained both independent and dependent variable showed percentage that exceeded the criteria of a presentable variance explained which is greater than 60%.

4. Rotated Component Matrix

Table 4.3
Rotated Component Matrix^a of Independent Variables

	Component					
	1	2	3	4	5	6
SE3	,877					
SE4	,877					
SE1	,813					
SE2	,719					
BT1		,847				
BT2		,829				
BT4		,793				
BT3		,743				
PQ2			,851			
PQ3			,845			
PQ4			,768			
PO4				,784		
PO3				,776		
PO2				,763		
PR2					,828	
PR1					,810	
PR3					,719	
PA3						,893
PA2						,858

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Table of Rotated Component Matrix (Table 4.3) above shows the contribution of the factors. This table shows the rotated extraction result of all brand loyalty factors of super premium milk that divided in to 6 factors. In conducting the test of rotated component matrix, there were some criteria that should be followed in order to find the valid variable for this research, including:

1. Each factor should have at least 2 constructs; note: these constructs must have good reliability test score.
2. If one variable explained more than one factor, hence that variable had to be deleted.

Based on above criteria, rotated component matrix of independent variable (Table 4.4) shows all variables fulfilled required criteria, whereas every factor had at least 2 variables and none of the variable explained more than one factor.

In summary, researcher is able to explain that there were 6 valid independent factors which were Product Quality (PQ2, PQ3, and PQ4), Price (PR1, PR2, and PR3), Promotion (PO2, PO3, and PO4), Brand Trust (BT1, BT2, BT3, and BT4), Packaging (PA2 and PA3), and Store Environment (SE1, SE2, SE3, and SE4).

4.2.4 Reliability Test

In conducting reliability test, independent and dependent variables were separately tested. All variables that tested in reliability test were variables that previously have passed the validity test. Based on Table 4.4, researcher found that all independent and dependent variables had Cronbach's Alpha value greater than 0.6, which means these variables were reliable.

Table 4.4
Reliability Test Result

No	Variable	Questions	Cronbach's Alpha
1	Product Quality	PQ2, PQ3, PQ4	0.802
2	Price	PR1, PR2, PR3	0.710
3	Promotion	PO2, PO3, PO4	0.712
4	Brand Trust	BT1, BT2, BT3, BT4	0.851
5	Packaging	PA2, PA3	0.778
6	Store Environment	SE1, SE2, SE3, SE4	0.867
7	Brand Loyalty	BL1, BL2, BL3, BL4, BL5	0.865

4.2.5 Classical Assumption Test

1. Normality Test

Table 4.5
Assessment of Normality

Variable	Skew (C.R.)	Kurtosis (C.R.)
BL5	-3,127	-1,857
BL4	-2,213	-1,881
BL3	-2,117	-2,049
BL2	-1,699	-1,747
BL1	-2,572	-2,183
SE4	-,695	-1,054
SE3	-,566	-1,219
SE2	-2,174	-2,534
SE1	-,632	-1,613
PA3	-1,674	-2,146
PA2	-2,155	-2,517
BT4	-1,516	-1,456
BT3	-2,246	-2,057
BT2	-2,412	-1,859
BT1	-1,429	-,773

Variable	Skew (C.R.)	Kurtosis (C.R.)
PO2	-1,349	-1,956
PO3	-,852	-1,977
PO4	-,483	-1,774
PR1	-,815	-1,398
PR2	-2,353	-2,307
PR3	-2,249	-2,267
PQ2	-1,628	-2,316
PQ3	-,844	-1,658
PQ4	-1,149	-1,946

According to Ghozali in Shariff et al. (2012), the Critical Ratio (c.r.) of skewness and kurtosis value have to be ± 2.58 . The normality test result on Table 4.6 above, researcher found that there was a variable that exceed the criteria. Hair et al. (2006) explains that in small sample size of 50 or fewer observation, and especially if the sample size is less than 30, the effect of non-normality can have a substantial effect on result. However, He also adds that for bigger number of sample size (200 or more) can reduce the effects of destructive from normality. Since the sample size of this research is large (300 samples), hence the non-normality can be tolerated.

2. Multicollinearity

Table 4.6
Multicollinearity Test: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,498	,347		4,317	,000		
PQ	,114	,040	,145	2,868	,004	,859	1,164
PR	,115	,043	,131	2,702	,007	,937	1,067
PO	,227	,042	,271	5,439	,000	,886	1,128
BT	,220	,046	,251	4,767	,000	,792	1,262
PA	,017	,035	,024	,480	,632	,888	1,126

SE	,121	,043	,145	2,791	,006	,809	1,236
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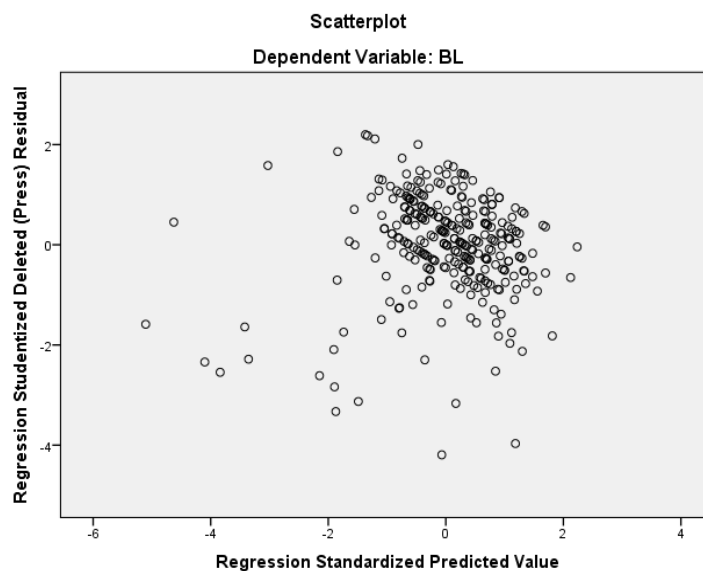
a. Dependent Variable: BL

The purpose of conducting Multicollinearity test is to see whether there was a high correlation among independent variables. Table 4.6 shows that the value of Variance Inflation Factor (VIF) for each independent variable was lower than 10 proving that multicollinearity did not happen in the model or not affecting regression coefficient.

3. Heterocedasticity

Figure 4.18 shows that the scatterplot diagram did not make any pattern. It indicated that heterocedasticity did not happen among variables.

Figure 4.18
Heterocedasticity: Scatterplot



4.2.6 Structural Equation Modeling Analysis

In this path model, there were exogenous and endogenous variable. Exogenous variable was the variable that affects another variable, whereas endogenous variable was the variable that affected by another variable.

Hence in this research, Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment were treated as exogenous variables. Then, dependent variable, Brand Loyalty was treated as endogenous variable. Moreover, only endogenous variable in path model had error term. There might be some residual in exogenous variable, but in path model, it was assumed to be measured without error. The residual variables were presented by “z” and “e” on the research model.

Figure 4.19

Path Diagram and Measurement Model of the Research

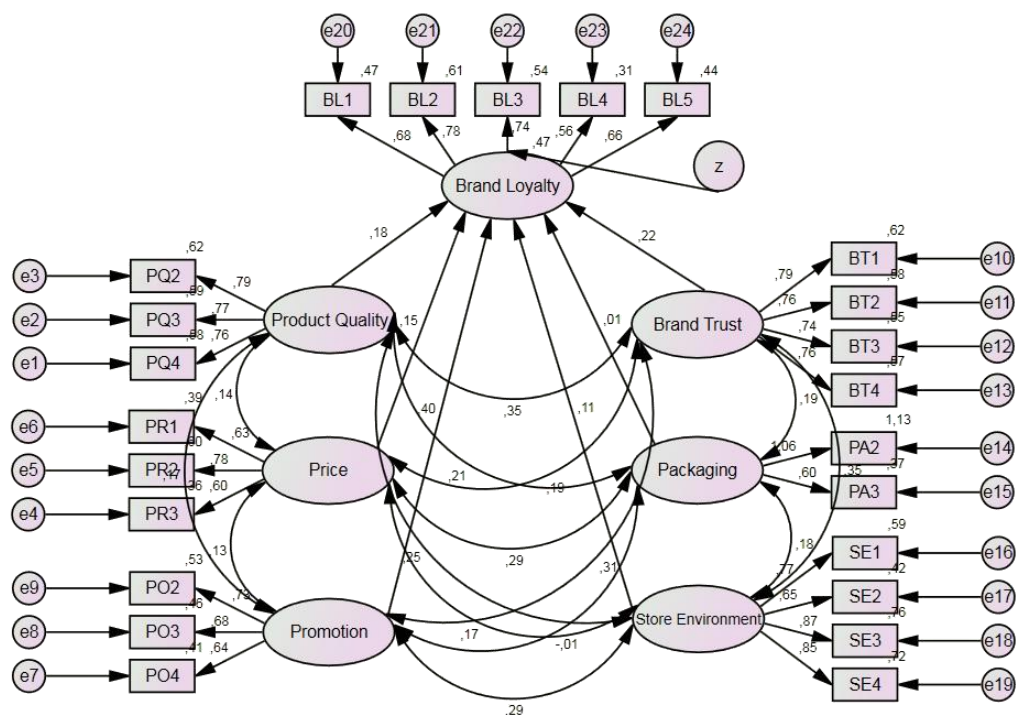


Table 4.7

Standardized Regression Weights

	Estimate
Brand Loyalty <--- Product Quality	.179
Brand Loyalty <--- Brand Trust	.218
Brand Loyalty <--- Price	.148
Brand Loyalty <--- Packaging	.010

	Estimate
Brand Loyalty <--- Promotion	.398
Brand Loyalty <--- Store Environment	.106

Table 4.7 shows the standardized regression weights result that explained the tendency influence from indicators to variable and from one variable to other variable. Based on Table 4.8, all estimate numbers were positive; it means that all of variables gave positive influence toward brand loyalty.

The result that shown on Figure 4.20 & Table 4.7 indicated that brand loyalty obtained the highest influence from promotion by 0.398, meaning when promotion increase 1 of standard deviation, brand loyalty will increase by 0.398 of standard deviation. Moreover, it is followed by brand trust that gave the second largest influence to brand loyalty by 0.218, it means when brand trust goes up by 1 standard deviation, brand loyalty will increase by 0.218 of standard deviation. In addition, product quality and price gave influence towards brand loyalty as well by 0.179 and 0.148 respectively, meaning when each of product quality and price increase 1 of standard deviation, brand loyalty will increase based on each of its influential value.

Table 4.8
Fitness Measure for Research Model

Goodness of Fit Index	Good Fit Value	Value	Interpretation
Chi-square	$P < 0.05$	0.000	Acceptable
RMSEA	≤ 0.08	0.054	Good Fit
GFI	≥ 0.90	0.887	Marginal Fit
AGFI	≥ 0.90	0.853	Marginal Fit
CMIN/DF	≤ 5.00	1.869	Good Fit
TLI	≥ 0.95	0.913	Marginal Fit
CFI	≥ 0.90	0.927	Good Fit

NFI	≥ 0.90	0.857	Marginal Fit
IFI	≥ 0.90	0.928	Good Fit

Goodness-of-Fit criteria help to evaluate the overall fit of hypothesized model that can determine whether or not it can be concluded as acceptable model.

Table 4.8 shows the research model evaluation of model fit. In this research, Chi-square value was 431.7 with the degree of freedom 231. As the result, CMIN/DF (X^2/df) was 1.869, which was smaller than the recommended standard of 5 and it indicated a good fit model. Hence, the next examination was able to be continued.

Another measurement was RSMEA that measured how well the model was with the parameter of population. According to Malhotra (2010), RMSEA value should be ≤ 0.08 in order to be considered as good fit, since the value of RSMEA in this research was 0.054, which was less than 0.08, then this model was considered as good fit model in population.

The Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI) was used to compare the model within the variance result on itself and the variance value in the model. As explained in previous chapter (Chapter III), both GFI and AGFI ≥ 0.90 shows good fit result, whereas $0.80 \leq x \leq 0.90$ still acceptable as marginal fit. In this research, both GFI and AGFI had a value that was approaching a good fit of 0.90, or considered as marginal fit.

Moreover, the next measurement to be measured is Tucker-Lewis Index (TLI) that used to compare the proposed model and the possible alternative model. With the value of 0.913 in this research, that approaching 0.95, then the model was considered as marginal fit.

Then, the rest indicators, such as Normed Fit Index (NFI), Comparative Fit Index (CFI) and Incremental Fit Index (IFI) have range value of 0 up to 1.

The value of these three indicators should be ≥ 0.90 in order to be considered as good fit model. In this research, value of NFI is considered as marginal fit model since the value was 0.857. Meanwhile, CFI and IFI were considered as good fit model, since the value of CFI was 0.927, and the value of IFI was 0.928.

The next estimate is the squared multiple correlation which is the R^2 value of the variables.

Table 4.9
Squared Multiple Correlations (R^2)

	Estimate
Brand Loyalty	.470

Squared multiple correlation is shown on Table 4.9 that explains the ability of predictors to explain its variance. In this model, product quality, price, promotion, brand trust and store environment represent for about 47%, meaning that there are other factors, approximately 53% of indicators that can explain brand loyalty that were not mentioned in this research. Additionally, in squared multiple correlations (R^2), only endogenous variable was explained here, since the exogenous variables in the model were assumed to be measured without error (residual).

4.2.7 Hypothesis Testing

The result of hypothesis testing in AMOS was displayed in the Regression Weight Table. Critical Ratio (C.R) value and p value were the indicators to find out whether the relation was significant or not. Critical Ratio value $x > 1.96$ or $x < -1.96$ and P value is less than 0.05; hence the indicator was indicated for having significant relation. In contrast, of C.R. value $x < 1.96$ or $x > -1.96$ and P value is more than 0.05, then it was indicated for not

having significant relation. There were 6 hypotheses proposed in this research. The hypothesis testing result is interpreted in table below.

Table 4.10
Hypothesis Testing Result

				C.R.	p Value	Conclusion
H1	Brand Loyalty	←	Product Quality	2.654	0.008	Accepted
H2	Brand Loyalty	←	Price	2.169	0.030	Accepted
H3	Brand Loyalty	←	Promotion	4.634	0.000	Accepted
H4	Brand Loyalty	←	Brand Trust	3.070	0.002	Accepted
H5	Brand Loyalty	←	Packaging	0.186	0.853	Rejected
H6	Brand Loyalty	←	Store Environment	1.653	0.098	Rejected

Based on Table 4.11, the result shows that from 6 hypotheses, there were 4 hypotheses accepted and 2 hypotheses rejected. In detail, hypothesis testing result can be explained as follow:

H1 : Product Quality significantly influences Brand Loyalty.

The C.R. value of product quality to brand loyalty was 2.654 which means bigger than 1.96 and p value was less than 0.05. It indicated that product quality significantly influence brand loyalty. Hence, the H1 was accepted.

H2 : Price significantly influences Brand Loyalty.

The C.R. value of price to brand loyalty was 2.169 which is bigger than 1.96 and p value was less than 0.05. It indicated price was significantly influencing brand loyalty. Hence, the H2 was accepted.

H3 : Promotion significantly influences Brand Loyalty.

The C.R. value of promotion to brand loyalty was 4.634 which is bigger than 1.96 and p value was less than 0.05. It indicated promotion was significantly influencing brand loyalty. Hence, the H3 was accepted.

H4 : Brand Trust significantly influences Brand Loyalty.

The C.R. value of brand trust to brand loyalty was 3.070 which is bigger than 1.96 and p value was less than 0.05. It indicated brand trust is significantly influencing brand loyalty. Hence, the H4 was accepted.

H5 : Packaging significantly influences Brand Loyalty.

The C.R. value of packaging to brand loyalty was 0.186 which is smaller than -1.96 and p value was more than 0.05. It indicates packaging is not significant influencing brand loyalty. Hence, the H5 was rejected.

H6 : Store Environment significantly influences Brand Loyalty.

The C.R. value of store environment to brand loyalty was 1.653 which is smaller than 1.96 and p value is more than 0.05. It indicates store environment is not significant influencing brand loyalty. Hence, the H6 was rejected.

Table 4.11
Standardized Effects

Standardized Total Effects							
	Product Quality	Price	Promotion	Brand Trust	Packaging	Store Environment	Brand Loyalty
Brand Loyalty	0.179	0.148	0.398	0.218	0.010	0.106	0.000
Standardized Direct Effects							
	Product Quality	Price	Promotion	Brand Trust	Packaging	Store Environment	Brand Loyalty
Brand Loyalty	0.179	0.148	0.398	0.218	0.010	0.106	0.000

Standardized Indirect Effects							
	Product Quality	Price	Promotion	Brand Trust	Packaging	Store Environment	Brand Loyalty
Brand Loyalty	0.000	0.000	0.000	0.000	0.000	0.000	0.000

Since the model of this research only had relation between independent variables to dependent variable, then the model only had direct effect. Based on Table of Standardized Effect above (Table 4.10), brand loyalty obtained highest direct effect from promotion by 0.398 compared to other factors in this research. Moreover, it is followed by brand trust that gave the second largest direct effect to brand loyalty by 0.218. In addition, brand loyalty got direct effects from product quality and price by 0.179 and 0.48 respectively. Meanwhile, packaging and store environment do not have direct effect toward brand loyalty since the P values of both variables are more than 0.05.

4.2.8 Interpretation of Result

The data analysis has shown several generated results regarding factors influencing brand loyalty of super premium milk formula, they are as followed:

Product quality towards brand loyalty in this research has the third most influential factor after promotion and brand trust factor. This finding is supported by Khan (2012). His research finds that the quality of a product is the key factor that influences consumers brand loyalty for branded milk. Moreover Ahmed & Moosavi (2013) also support that the company can win the trust and loyalty by producing a product that has superior quality.

This research found that price of product also gives a positive and significant influence towards brand loyalty. This finding is supported by previous study done by Yee & Sidek (2008); Khraim (2011). Their research finds that price as an important consideration for the average

consumers that has a positive relationship with brand loyalty. Moreover, consumers with high brand loyalty are less-price sensitive. The result suggested that as long as the respondents are satisfied with a particular brand, the increases of product price not hinder them to repurchase the product with the same brand name.

Promotion is one of the crucial factors that can positively and significantly influence brand loyalty. This finding is supported by previous study done by Mise et. al (2013). Their research finds that promotion and brand loyalty is positively related. In this research, promotion is considered as one of the most important factors in determining consumers' brand loyalty, including the use of advertising and sales promotion that can make consumers more familiar with the product of a particular brand.

The same as previous factor, Brand Trust also is becoming a crucial factor that can positively and significantly influence brand loyalty of formula milk. Mezibuko (2010) supports that brand trust is one of several factors that can influence consumers brand loyalty. He adds that consumers have trust in their brand because of consistent high quality of a product and the reputation. Therefore, brand trust leads to build a long-term relationship and repeated purchases.

However, the findings showed that there is no relationship between packaging and brand loyalty. This finding is different with previous study done by Khan (2012). He found that packaging was one of factors that can influence brand loyalty. However, in this research, packaging is not significantly influencing consumers brand loyalty. From six variables identified, packaging is not considered as an important factor for Mothers in Greater Jakarta to be loyal to a particular formula milk brand.

In addition, the result also showed that store environment is not significantly influencing brand loyalty. This finding is different with previous study done by Yee & Sidek (2008); Khraim (2011). They found that store environment was one of factors that can influence brand loyalty.

They observed that consumers paid much attention towards store attributes, including merchandise display, variety of selection, parking space as well as the accessible location and the reputation of the store in purchasing products.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter presents the conclusion result of the research. Specifically, the findings from the study, recommendation for company and future research will be discussed here.

5.1. Conclusion

The purpose of this research is to find out factors that influence brand loyalty of super premium milk for mothers in Greater Jakarta. Consumers brand loyalty is the prime importance for business organization. Result of current study concludes that factors such as product quality, price, promotion, brand trust, and store environment play a very important role in strengthening consumers brand loyalty. Long-term success and sustainable reputation of an organization depends on consumers brand loyalty.

1. From 6 hypotheses proposed by researcher, 4 hypotheses were accepted and 2 hypotheses were rejected. Those 4 accepted hypotheses were product quality, price, promotion, and brand trust that perceived have positive and significant influence toward brand loyalty. Meanwhile, packaging and store environment were rejected.
2. Brand loyalty is highly influenced directly by promotion, brand trust and product quality. Hence, by emphasizing promotion as a tool of marketing is important to attract consumers' attention, maintaining brand trust by controlling product quality can increase the consumers' brand loyalty towards the brand.
3. Based on the model in this research, product quality, price, promotion, and brand trust represent for about 47%, meaning that there are other factors, approximately 53% of indicators that can explain brand loyalty that were not mentioned in this research.

5. 2. Recommendations

5. 2. 1. Recommendation for the Company

Based on the result of this research, promotion, brand trust and product quality are the most influential factors to increase consumers brand loyalty for mothers in Greater Jakarta. Hence, company should pay more attention to these three aspects in order to maintain consumers brand loyalty.

For promotion area, company should pay more attention in advertising and sales promotion aspects. The result of this research found that brand loyalty obtained highest direct effect from promotion by 0.438 compared to other factors. Hence, by promoting the product more frequently through TV, social media (facebook, you tube, etc), magazine or billboard, consumers will more aware about the product specification and its ability to nourish kids at their growth and development period. Especially, in conducting the research, researcher found that lots of mothers were interested in having a direct connection with the expert that can answer questions that related to the growth and development of their kids, and they also loved to share what kind of activities that their kids love to do, including with the photo. Therefore, researcher wants to emphasize that by conducting direct communication with mothers through social media, it will maintain the consumers loyal to the brand; even it can attract the new consumers who never used the product before. Meanwhile for sales promotion aspect, researcher suggests that company should emphasize on non-price promotion only (like free gift with purchase) because it adds value of excitement to a brand that can strengthen brand relationship with consumes. Meanwhile price promotion (price reduction) only suggested for occasional event, since Tong & Hawley (2009) explains price promotion itself may have a negative influence on quality and image because for the long-term.

Furthermore, the company also has to maintain consumers' brand trust by maintaining the quality of product and maintaining their reputation of the

product. As Aaker states that product quality has a significant influence on consumer brand loyalty and can benefit companies as it increases consumers' perception regarding the brand, as they make an assessment of overall brand quality as compared to its competitors (as cited in Ahmed & Moosavi, 2013).

5. 2. 2. Recommendation for Future Research

There are some crucial areas that should be concerned more by future research, they are as followed:

Firstly, this research only focuses on several variables like product quality, price, promotion, brand trust, packaging and store environment. Hence, future research can add more variables to make it more complex and gives better result, for example on how brand image, brand preference or even word of mouth influence consumers brand loyalty.

In addition, from data analysis perspective, the respondents of current research only for Mothers who are domicile in Greater Jakarta, hence future research may extend the scope of population. Moreover, future research may also get a larger number of sample size to get a more significant and preference that approach the condition in real life.

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APPENDICES

Appendix 1: Questionnaire (English Version)

Dear Respondent,

My name is Christina Sagala, I am majoring Business Administration in President University. Currently, I am working on my *Skripsi*, with the title of *'The Influence of Product Quality, Price, Promotion, Brand Trust, Packaging and Store Environment toward Brand Loyalty of Super Premium Milk: A survey on Mothers in Greater Jakarta'*. This questionnaire is a fundamental part of my research and I would be very thankful if you would take your time to answer it. All of your information will be treated with high confidential and used for education purpose only. Thank you in advance! ☺

I'm a consumer of Enfa family brand (from Mead Johnson) product

- Yes
- No

(If 'Yes', you are allowed to fill up this questionnaire, if 'No' thank you for your time)

My domicile in:

- Jakarta
- Bogor
- Depok
- Tangerang
- Bekasi

My Latest Education:

- SHS
- Academy/Diploma
- Bachelor Degree
- Master Degree
- Others, please mention.....

My occupation:

- House wife
- Public officer
- Private company employee
- Entrepreneur

The primary family expenditure in a month

- Below IDR 3,000,000
- IDR 3,000,000 – IDR 5,000,000
- IDR 5,000,000 – IDR 8,000,000
- Above IDR 8,000,000

My family expenditure for purchasing milk in a month:

- IDR 100,000 – IDR 300,000

- IDR 300,000 – IDR 500,000
- Above IDR 500,000

I know this current brand from:

- Advertisement (TV, radio, magazine)
- Nutrition Consultant in store / supermarket
- Friend recommendation
- Event from the product
- Doctor recommendation
- Others, please mention.....

Consideration before purchasing kids formula (can choose more than one)

- Good quality
- Reasonable price
- Promotion
- Recommendation from friend(s)
- Recommendation from Doctor
- Good packaging
- The product can be easily obtained
- Good taste and being liked by kids
- Complete nutrition
- Company image

The age of my kid:

- 6 month – 1 year
- 1 year – 3 years
- 3 years – 6 years

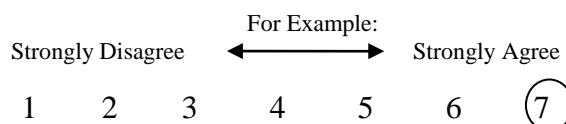
I usually buy the formula milk in

- Hypermarket / Supermarket (Carrefour, Giant, Makro, etc)
- Minimarket (Indomaret, Alfamart, etc)
- Drug store
- Traditional store
- Others, please mention.....

The reason:

- Accessible location (close to home or office)
- Lower price
- Comfortable place to shop
- Others, please mention.....

Below are tables measuring the level of satisfaction or agreement towards Milk Formula product that you always buy for your kids. Please select one answer of each following statements by **circling one number from 1 – 7 that indicate strongly disagree – strongly agree for each statement.**



Product Quality							
1. I trust the quality of MJ product because it uses celebrities and famous actors in its advertisement	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
2. Product of MJ that I always buy for my kids indicates a good quality	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
3. The price of MJ product reflects to its quality	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
4. The quality of MJ product is really reliable	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
Price							
1. The price of MJ product that I always buy for my kids is worth	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
2. The increases of MJ product price not hinder me to purchase	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
3. The price of MJ product reflects its quality	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
4. This brand provides goods value for money	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
Promotion							
1. When I see the promotion label I on MJ product, I will spend over my budgeting limit	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
2. I feel that I have more benefit if I can get discount from MJ product	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
3. I know there is a promotion of MJ product because the products are available in the big retail stores	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
4. I know much about MJ product from TV, social media, billboard and magazine	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
5. Advertisement of MJ brand attracts me to purchase	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
Brand Trust							
1. I trust MJ brand that I am loyal towards	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
2. I have confidence in MJ brand that I am loyal to	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7
3. The product of MJ has consistently high quality	Strongly disagree	←————→				Strongly agree	
	1	2	3	4	5	6	7

4. The reputation of a brand is a key factor in me maintaining brand loyalty	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
Packaging							
1. The packaging design of MJ is valuable for me	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
2. The packaging design of MJ product is telling me about product quality	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
3. Packaging of formula milk helps me to identify (know) the product from others	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
4. Strong brand packaging makes me want to buy it	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
Store Environment							
1. The brand has good store location	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
2. The products of brand is available in retail outlets that can be easily reached by consumers	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
3. Interior display of retail stores that provide/sell the product of this brand is very attractive	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
4. Planogram display in every retail store that sells this brand is very attractive, thus it makes me easy to find the product	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
Brand Loyalty							
1. I always buy the same formula milk brand for fulfilling nutrition need of my kids	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
2. Once I get used to a formula milk brand, I hate to switch	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
3. Once I have made a choice on which formula milk brand to purchase, I am likely to continue to buy it without considering other brands	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
4. I will continue to be loyal customer for this brand	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7
5. I intend to recommend this brand to others	Strongly disagree	←	→	Strongly agree			
	1	2	3	4	5	6	7

Appendix 2: Questionnaire (Bahasa Version)

Dear Respondent,

Kuesioner ini adalah salah satu bagian pokok dari penelitian yang sedang dilakukan oleh salah satu mahasiswi semester akhir Fakultas Bisnis Universitas Presiden jurusan Administrasi Bisnis yang sedang melakukan penelitian untuk penulisan **Skripsi** yang berjudul '*The Influence of Product Quality, Price, Promotion, Brand Trust, Packaging, and Store Environment toward Brand Loyalty of Super Premium Milk: A survey on Mothers in Greater Jakarta*'. Partisipasi Anda akan sangat dihargai jika Anda bersedia meluangkan waktu untuk menjawabnya. Semua informasi Anda akan diperlakukan secara konfidensial dan hanya digunakan untuk tujuan pendidikan saja. Terima kasih atas kerjasamanya 😊

Saya menggunakan produk Enfa (dari Mead Johnson) untuk anak saya

- Ya Tidak

(Jika 'Ya', Anda diperkenankan untuk mengisi kuesioner ini, jika 'Tidak' terima kasih untuk waktu dan perhatian Anda)

Saya berdomisili di daerah:

- Jakarta Depok Bekasi
 Bogor Tangerang

Pendidikan terakhir saya:

- SMA S2
 Akademi/Diploma Lainnya,
 S1 sebutkan.....

Pekerjaan Saya:

- Ibu Rumah Tangga Karyawan Swasta
 Pegawai Negeri Wiraswasta

Pengeluaran untuk kebutuhan primer keluarga Saya selama sebulan:

- Di bawah Rp 3,000,000 Rp 5,000,000 – Rp 8,000,000
 Rp 3,000,000 – Rp 5,000,000 Di atas Rp 8,000,000

Pengeluaran untuk kebutuhan susu keluarga Saya selama sebulan:

- Rp 100,000 – Rp 300,000
 Rp 300,000 – Rp 500,000
 Di atas Rp 500,000

Saya tahu merek susu formula yang sekarang anak saya konsumsi dari:

- Iklan (TV, radio, majalah)
- Nutrition Consultant / SPG di toko / supermarket
- Rekomendasi dari teman
- Acara (*Event*) dari produk
- Rekomendasi dari Dokter
- Lainnya, sebutkan.....

Konsiderasi / pertimbangan sebelum membeli susu formula anak (bisa pilih lebih dari satu)

- Kualitas yang bagus
- Harganya wajar
- Promosi
- Rekomendasi dari teman
- Rekomendasi dari Dokter
- Kemasan yang bagus
- Produknya mudah didapat
- Rasanya enak dan disukai anak
- Nutrisi lengkap
- Image* Perusahaan

Saat ini anak Saya berusia:

- 6 bulan – 1 tahun
- 1 tahun – 3 tahun
- 3 tahun – 6 tahun

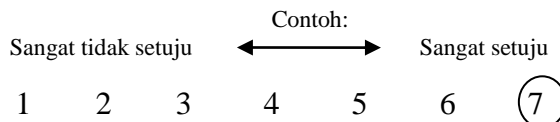
Saya biasanya membeli susu formula di

- Hypermarket / Supermarket (Carrefour, Giant, Makro, dll)
- Minimarket (Indomaret, Alfamart, dll)
- Apotek
- Toko Kelontong
- Lainnya, sebutkan.....

Alasannya karena:

- Lokasi yang mudah dijangkau (dekat rumah atau kantor)
- Harga yang lebih murah
- Tempat belanja yang nyaman
- Lainnya, sebutkan.....

Di bawah ini adalah table yang mengukur tingkat kepuasan atau kesesuaian terhadap produk Susu Formula yang Anda selalu beli untuk anak Anda. Silakan pilih satu jawaban dari masing-masing pernyataan dengan melingkari satu nomor dari 1 – 7 yang menunjukkan sangat tidak setuju – sangat setuju untuk setiap pernyataan.



Kualitas Produk							
1. Biasanya saya percaya merek terkenal karena menggunakan selebriti dan aktor terkenal di iklannya	Sangat tidak setuju			←————→		Sangat setuju	
	1	2	3	4	5	6	7

2. Merek susu formula yang selalu saya beli untuk anak saya menunjukkan kualitas yang baik	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
3. Harga produk mencerminkan kualitasnya	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
4. Kualitas produk ini benar-benar dapat diandalkan	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
Harga							
1. Harga Susu Formula yang selalu saya beli untuk anak saya sudah sesuai	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
2. Naiknya harga susu formula ini tidak menghalangi saya untuk membeli	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
3. Merek menggambarkan nilai uang (value of money)	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
4. Bila ditinjau dari sisi harga dan mutu, posisi produk susu formula yang saya pilih sekarang sudah baik dibanding merek lain	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
Promosi							
1. Ketika saya melihat label promosi saya akan membelanjakan uang lebih	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
2. Saya merasa bahwa saya mendapatkan keuntungan jika saya bisa mendapatkan diskon	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
3. Saya tahu ada promosi dari produk susu karena produk tersedia di toko besar	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
4. Saya tahu banyak tentang produk susu dari TV, social media, billboard dan majalah	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
5. Iklan merek Susu Formula menarik saya untuk membeli	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
Kepercayaan terhadap Merek							
1. Saya percaya terhadap merek produk susu yang saya gunakan sekarang	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
2. Saya memiliki keyakinan terhadap merek produk susu yang saya gunakan sekarang	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
3. Merek susu formula yang Saya beli memiliki kualitas tinggi secara konsisten	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7
4. Reputasi merek susu formula merupakan faktor kunci dalam diri Saya	Sangat tidak setuju	←	→	Sangat setuju			
	1	2	3	4	5	6	7

untuk mempertahankan loyalitas merek	1	2	3	4	5	6	7
Kemasan							
1. Desain kemasan susu formula berharga bagi saya	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
2. Desain kemasan susu formula menunjukkan kualitas produk	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
3. Kemasan susu formula membantu saya untuk mengidentifikasi (tahu) dari produk lain	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
4. Kemasan yang bagus dan kuat membuat saya ingin membelinya	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
Store Environment							
1. Merek susu formula ini memiliki lokasi toko yang bagus	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
2. Merek susu formula ini memiliki outlet (toko ritel) yang cukup banyak untuk menjangkau konsumennya	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
3. Interior display (tampilan dalam) toko ritel sangat menarik	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
4. Model penempatan (planogram) susu formula di toko ritel sangat menarik dan mempermudah saya untuk mengetahui produk tersebut	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
Loyalitas terhadap Merek							
1. Saya biasanya membeli susu formula dengan merek sama untuk anak saya	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
2. Ketika saya terbiasa dengan suatu merek susu formula, saya tidak suka untuk beralih	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
3. Setelah saya membuat pilihan terhadap suatu merek susu formula, saya akan terus membeli tanpa mempertimbangkan merek lain	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
4. Saya akan terus menjadi pelanggan setia untuk merek Enfa	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7
5. Saya berniat untuk merekomendasikan merek ini kepada orang lain	Sangat tidak setuju		←————→			Sangat setuju	
	1	2	3	4	5	6	7

Appendix 3: KMO and Bartlett's Test of Independent Variables (Full Questions)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,777
Bartlett's Test of Sphericity	Approx. Chi-Square	2649,096
	df	300
	Sig.	,000

Appendix 4: Communalities of Independent Variables (Full Questions)

	Initial	Extraction
PQ1	1,000	,074
PQ2	1,000	,730
PQ3	1,000	,739
PQ4	1,000	,682
PR1	1,000	,624
PR2	1,000	,647
PR3	1,000	,575
PR4	1,000	,389
PO1	1,000	,353
PO2	1,000	,524
PO3	1,000	,571
PO4	1,000	,588
PO5	1,000	,416
BT1	1,000	,742
BT2	1,000	,736
BT3	1,000	,644
BT4	1,000	,693
PA1	1,000	,189
PA2	1,000	,630
PA3	1,000	,676
PA4	1,000	,522
SE1	1,000	,706
SE2	1,000	,604
SE3	1,000	,780
SE4	1,000	,801

Extraction Method: Principal Component Analysis.

Appendix 5: Total Variance Explained of Independent Variables (Full Questions)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,371	21,485	21,485	5,371	21,485	21,485	3,017	12,066	12,066
2	2,175	8,699	30,184	2,175	8,699	30,184	2,807	11,228	23,294
3	2,002	8,009	38,193	2,002	8,009	38,193	2,369	9,474	32,768
4	1,913	7,651	45,843	1,913	7,651	45,843	2,230	8,919	41,687
5	1,698	6,794	52,637	1,698	6,794	52,637	2,225	8,900	50,587
6	1,473	5,893	58,530	1,473	5,893	58,530	1,986	7,942	58,530
7	1,197	4,786	63,316						
8	1,110	4,439	67,755						
9	,910	3,639	71,394						
10	,814	3,256	74,650						
11	,692	2,766	77,416						
12	,659	2,635	80,051						
13	,592	2,367	82,419						
14	,560	2,241	84,660						
15	,495	1,982	86,642						
16	,438	1,753	88,395						
17	,428	1,710	90,105						
18	,385	1,542	91,647						
19	,371	1,482	93,129						
20	,354	1,418	94,546						
21	,327	1,307	95,854						
22	,316	1,265	97,119						
23	,279	1,114	98,233						
24	,254	1,016	99,249						
25	,188	,751	100,000						

Extraction Method: Principal Component Analysis.

Appendix 6: Rotated Component Matrix^a of Independent Variables (Full Questions)

	Component					
	1	2	3	4	5	6
SE4	,877					
SE3	,861					
SE1	,812					
SE2	,712					
BT1		,843				
BT2		,821				
BT4		,794				
BT3		,737				
PO4			,739			
PO3			,720			
PO2			,686			
PO5			,544			
PQ1						
PR2				,774		
PR1				,774		
PR3				,723		
PA1						
PQ3					,840	
PQ2					,836	
PQ4					,764	
PA3						,788
PA2						,641
PA4						,530
PR4						,514
PO1						

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Appendix 7: Total Variance Explained of Independent Variables (19 questions)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,861	25,585	25,585	4,861	25,585	25,585	2,882	15,171	15,171
2	2,056	10,820	36,405	2,056	10,820	36,405	2,797	14,722	29,892
3	1,929	10,151	46,556	1,929	10,151	46,556	2,189	11,520	41,412
4	1,747	9,193	55,749	1,747	9,193	55,749	1,987	10,459	51,871
5	1,592	8,378	64,127	1,592	8,378	64,127	1,957	10,298	62,169
6	1,329	6,992	71,119	1,329	6,992	71,119	1,700	8,950	71,119
7	,665	3,502	74,622						
8	,609	3,207	77,828						
9	,571	3,003	80,831						
10	,500	2,631	83,461						
11	,483	2,541	86,002						
12	,423	2,228	88,230						
13	,405	2,132	90,362						
14	,371	1,951	92,314						
15	,348	1,831	94,145						
16	,337	1,776	95,921						
17	,291	1,530	97,451						
18	,285	1,502	98,953						
19	,199	1,047	100,000						

Extraction Method: Principal Component Analysis.

Appendix 8: Total Variance Explained of Dependent Variable (19 questions)

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,246	64,922	64,922	3,246	64,922	64,922
2	,677	13,538	78,460			
3	,447	8,949	87,409			
4	,335	6,704	94,113			
5	,294	5,887	100,000			

Extraction Method: Principal Component Analysis.

Appendix 9: Reliability Test (Extracted Variables: 19 questions)

Reliability Statistics of Product Quality

Cronbach's Alpha	N of Items
,802	3

Item-Total Statistics of Product Quality

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ2	9,9200	7,960	,664	,711
PQ3	10,2333	8,220	,652	,724
PQ4	9,9400	8,532	,626	,751

Reliability Statistics of Price

Cronbach's Alpha	N of Items
,710	3

Item-Total Statistics of Price

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	10,5500	7,399	,515	,638
PR2	10,0533	6,352	,590	,540
PR3	9,9233	6,927	,485	,676

Reliability Statistics of Promotion

Cronbach's Alpha	N of Items
,712	3

Item-Total Statistics of Promotion

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PO2	9,0467	7,877	,548	,604
PO3	9,5267	7,334	,531	,621
PO4	9,7133	7,516	,514	,643

Reliability Statistics of Brand Trust

Cronbach's Alpha	N of Items
,851	4

Item-Total Statistics of Brand Trust

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT1	16,3200	13,837	,718	,798
BT2	16,0800	14,154	,712	,801
BT3	16,0833	15,207	,643	,830
BT4	16,3667	14,079	,690	,811

Reliability Statistics of Packaging

Cronbach's Alpha	N of Items
,778	2

Item-Total Statistics of Packaging

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PA2	5,1300	2,662	,638	.
PA3	5,1400	3,024	,638	.

**Reliability Statistics of
Store Environment**

Cronbach's Alpha	N of Items
,867	4

Item-Total Statistics of Store Environment

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SE1	14,8567	15,916	,700	,838
SE2	14,3900	16,212	,626	,869
SE3	14,9367	15,337	,778	,806
SE4	14,8167	16,003	,781	,807

**Reliability Statistics of
Brand Loyalty**

Cronbach's Alpha	N of Items
,865	5

Item-Total Statistics of Brand Loyalty

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	22,3800	19,467	,656	,844
BL2	22,5533	19,586	,686	,836
BL3	22,5367	18,537	,714	,829
BL4	22,3333	20,049	,659	,843
BL5	22,1567	18,654	,713	,829

Appendix 10: Regression Weights

	Estimate	S.E.	C.R.	P	Label
Brand Loyalty <--- Product Quality	,158	,060	2,654	,008	par_18
Brand Loyalty <--- Brand Trust	,188	,061	3,070	,002	par_19
Brand Loyalty <--- Price	,166	,077	2,169	,030	par_20
Brand Loyalty <--- Packaging	,006	,035	,186	,853	par_21
Brand Loyalty <--- Promotion	,413	,089	4,634	***	par_22
Brand Loyalty <--- Store Environment	,092	,056	1,653	,098	par_23
PQ4 <--- Product Quality	1,000				
PQ3 <--- Product Quality	1,018	,088	11,504	***	par_1

			Estimate	S.E.	C.R.	P	Label
PQ2	<---	Product Quality	1,039	,090	11,521	***	par_2
PR3	<---	Price	1,000				
PR2	<---	Price	1,286	,183	7,027	***	par_3
PR1	<---	Price	1,050	,143	7,365	***	par_4
PO4	<---	Promotion	1,000				
PO3	<---	Promotion	1,059	,129	8,212	***	par_5
PO2	<---	Promotion	1,133	,135	8,414	***	par_6
BT1	<---	Brand Trust	1,000				
BT2	<---	Brand Trust	,963	,073	13,216	***	par_7
BT3	<---	Brand Trust	,941	,077	12,290	***	par_8
BT4	<---	Brand Trust	,970	,076	12,837	***	par_9
PA2	<---	Packaging	1,000				
PA3	<---	Packaging	,574	,134	4,275	***	par_10
SE1	<---	Store Environment	1,000				
SE2	<---	Store Environment	,824	,074	11,153	***	par_11
SE3	<---	Store Environment	1,132	,074	15,276	***	par_12
SE4	<---	Store Environment	1,099	,074	14,908	***	par_13
BL1	<---	Brand Loyalty	1,000				
BL2	<---	Brand Loyalty	1,157	,100	11,564	***	par_14
BL3	<---	Brand Loyalty	1,090	,105	10,344	***	par_15
BL4	<---	Brand Loyalty	,820	,101	8,105	***	par_16
BL5	<---	Brand Loyalty	,947	,101	9,399	***	par_17

Appendix 11: Standardized Regression Weights

		Estimate	
Brand Loyalty	<---	Product Quality	,179
Brand Loyalty	<---	Brand Trust	,218
Brand Loyalty	<---	Price	,148
Brand Loyalty	<---	Packaging	,010
Brand Loyalty	<---	Promotion	,398
Brand Loyalty	<---	Store Environment	,106
PQ4	<---	Product Quality	,759
PQ3	<---	Product Quality	,766
PQ2	<---	Product Quality	,790
PR3	<---	Price	,604
PR2	<---	Price	,777
PR1	<---	Price	,626
PO4	<---	Promotion	,637
PO3	<---	Promotion	,677

			Estimate
PO2	<---	Promotion	,729
BT1	<---	Brand Trust	,790
BT2	<---	Brand Trust	,760
BT3	<---	Brand Trust	,740
BT4	<---	Brand Trust	,757
PA2	<---	Packaging	1,061
PA3	<---	Packaging	,605
SE1	<---	Store Environment	,770
SE2	<---	Store Environment	,646
SE3	<---	Store Environment	,871
SE4	<---	Store Environment	,847
BL1	<---	Brand Loyalty	,682
BL2	<---	Brand Loyalty	,779
BL3	<---	Brand Loyalty	,737
BL4	<---	Brand Loyalty	,559
BL5	<---	Brand Loyalty	,660

Appendix 12: Squared Multiple Correlations (R^2)

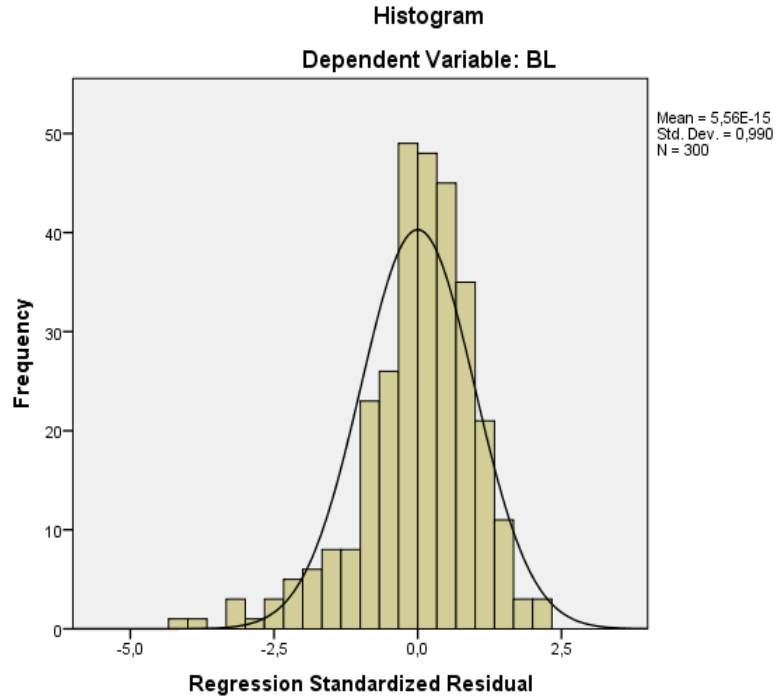
	Estimate
Brand Loyalty	,470
BL5	,435
BL4	,313
BL3	,544
BL2	,607
BL1	,466
SE4	,718
SE3	,759
SE2	,418
SE1	,593
PA3	,366
PA2	1,127
BT4	,573
BT3	,547
BT2	,578
BT1	,624
PO2	,532
PO3	,458
PO4	,405
PR1	,392

	Estimate
PR2	,604
PR3	,364
PQ2	,625
PQ3	,587
PQ4	,576

Appendix 13: Standardized Total Effects

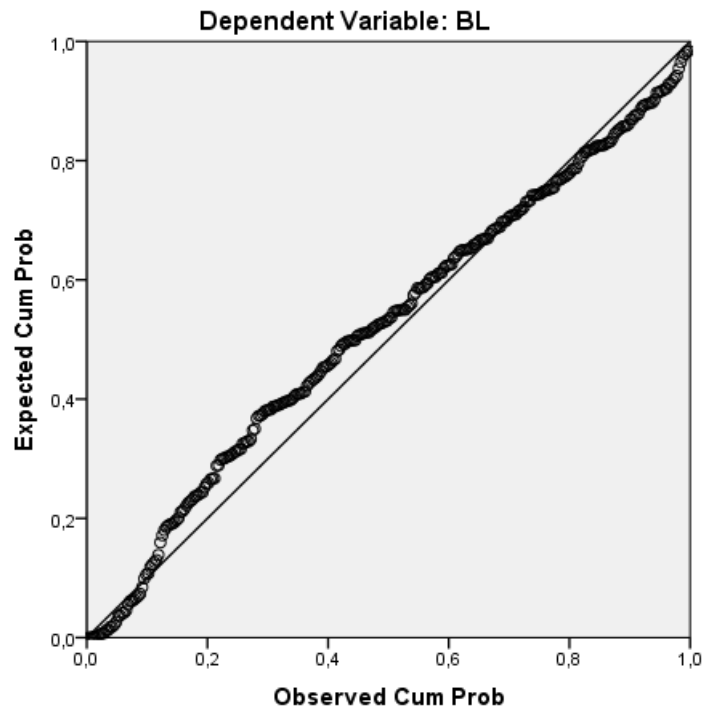
	Store Environment	Packaging	Brand Trust	Promotion	Price	Product Quality	Brand Loyalty
Brand Loyalty	,106	,010	,218	,398	,148	,179	,000
BL5	,070	,007	,144	,263	,098	,118	,660
BL4	,060	,006	,122	,223	,083	,100	,559
BL3	,078	,007	,161	,294	,109	,132	,737
BL2	,083	,008	,170	,310	,116	,140	,779
BL1	,073	,007	,149	,272	,101	,122	,682
SE4	,847	,000	,000	,000	,000	,000	,000
SE3	,871	,000	,000	,000	,000	,000	,000
SE2	,646	,000	,000	,000	,000	,000	,000
SE1	,770	,000	,000	,000	,000	,000	,000
PA3	,000	,605	,000	,000	,000	,000	,000
PA2	,000	1,061	,000	,000	,000	,000	,000
BT4	,000	,000	,757	,000	,000	,000	,000
BT3	,000	,000	,740	,000	,000	,000	,000
BT2	,000	,000	,760	,000	,000	,000	,000
BT1	,000	,000	,790	,000	,000	,000	,000
PO2	,000	,000	,000	,729	,000	,000	,000
PO3	,000	,000	,000	,677	,000	,000	,000
PO4	,000	,000	,000	,637	,000	,000	,000
PR1	,000	,000	,000	,000	,626	,000	,000
PR2	,000	,000	,000	,000	,777	,000	,000
PR3	,000	,000	,000	,000	,604	,000	,000
PQ2	,000	,000	,000	,000	,000	,790	,000
PQ3	,000	,000	,000	,000	,000	,766	,000
PQ4	,000	,000	,000	,000	,000	,759	,000

Appendix 14: Histogram (Normality)



Appendix 15: P-P Plot

Normal P-P Plot of Regression Standardized Residual



Appendix 16: Data Tabulation (Product Quality, Price, Promotion, Brand Trust, Packaging, Store Environment, Brand Loyalty)

PQ	PQ	PQ	PQ	PR	PR	PR	PR	PO	PO	PO	PO	PO	BT	BT	BT	BT	PA	PA	PA	PA	SE	SE	SE	SE	BL	BL	BL	BL	BL
1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	5
6	6	7	5	5	6	6	6	6	4	5	5	5	6	6	6	6	7	7	7	7	5	7	7	4	5	6	5	4	6
4	6	6	6	7	7	7	7	7	7	5	7	7	6	7	6	5	7	6	7	7	5	4	5	5	7	7	6	6	5
4	5	5	5	7	7	4	5	5	7	7	4	4	5	6	7	4	4	7	7	6	4	3	4	4	5	5	5	6	5
6	7	7	7	7	7	7	7	6	7	7	7	6	6	5	6	7	5	5	5	5	6	3	6	7	5	6	5	5	5
5	7	7	7	6	5	5	6	4	6	5	5	5	6	7	6	5	7	7	7	7	7	5	7	6	5	5	5	4	5
3	5	5	5	6	5	7	6	5	7	7	7	7	6	5	5	5	6	3	3	5	4	4	4	4	5	6	6	6	6
3	4	4	4	4	7	5	7	4	6	5	6	6	6	7	7	7	5	5	5	7	6	6	6	6	5	5	4	5	5
5	5	5	5	4	5	5	5	3	6	4	5	5	6	6	5	6	6	5	6	6	4	3	4	4	1	3	3	2	1
3	6	6	6	4	7	7	6	5	5	5	5	5	6	5	5	5	6	5	5	6	5	5	5	5	6	6	6	7	6
3	6	6	4	4	7	3	4	5	4	4	4	4	5	6	5	5	5	7	7	6	5	5	5	6	6	6	6	6	6
3	5	4	4	4	6	6	6	4	4	4	4	4	1	4	3	6	4	3	6	6	5	4	3	3	5	4	4	4	5
5	5	6	6	5	4	4	5	6	6	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	6	6	4	5	6
3	6	6	4	5	4	7	5	4	4	4	4	4	5	4	6	5	3	6	6	5	4	4	4	3	6	5	5	4	6
4	5	4	5	4	7	4	7	5	5	5	4	3	4	4	6	4	5	6	6	6	4	5	5	5	6	6	6	5	6
3	4	6	6	5	5	5	6	7	7	6	6	7	6	6	7	6	7	4	4	7	5	7	6	6	5	7	7	7	6
6	5	4	4	4	5	5	5	5	3	4	5	3	6	5	4	5	2	5	5	6	5	5	4	4	6	6	6	7	7
5	5	4	6	5	6	4	5	4	6	5	4	5	6	4	5	5	6	5	5	7	5	5	4	4	7	6	6	6	6
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3	5	5	5	3	5	6	5	7	7	7	1	1	6	6	6	6	4	1	2	7	6	3	5	5	7	7	7	6	6
3	4	5	4	5	5	5	6	5	6	7	7	7	6	7	7	7	7	4	6	7	7	7	6	5	7	6	5	7	6
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5	2	2	3	5	7	1	3	4	7	4	6	6	6	6	6	5	5	4	4	6	4	5	4	5	6	6	6	6	6
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4	6	2	4	4	6	6	6	3	5	5	4	3	4	4	6	4	5	5	5	6	4	4	4	4	5	5	5	5	6
3	4	5	6	4	7	7	7	3	5	5	4	3	4	4	6	4	5	4	4	6	4	4	4	4	5	5	5	5	6
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3	4	4	4	1	1	1	2	5	7	5	6	4	6	7	7	7	6	3	3	6	5	6	5	5	7	6	7	7	7
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3	4	4	4	4	5	4	6	3	5	4	3	3	3	3	6	3	5	3	3	5	3	3	2	2	4	5	5	5	4
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3	4	4	4	3	2	2	4	7	1	2	1	1	6	7	7	7	7	4	4	7	7	7	7	7	5	5	5	5	6
3	5	5	5	4	6	6	6	6	7	7	7	7	7	6	7	7	7	5	5	5	7	7	7	7	7	7	7	7	7
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4	5	4	5	3	3	3	4	5	5	5	5	2	6	5	6	4	3	4	5	2	1	6	1	5	7	4	4	4	6
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4	4	4	4	4	3	4	4	6	1	1	2	2	6	7	6	7	5	6	7	7	6	7	6	7	6	6	6	5	6
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