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APPENDICES

Appendix 1 Validity and Reliability Test Results

(1) Validity Test Results

The following is the validity test result about brand loyalty:

		Correlations					
		BL1	BL2	BL3	BL4	BL5	TotalBL
BL1	Pearson Correlation	1	.712**	.781**	.709**	.426*	.878**
	Sig. (2-tailed)		.000	.000	.000	.019	.000
	N	30	30	30	30	30	30
BL2	Pearson Correlation	.712**	1	.686**	.647**	.577**	.877**
	Sig. (2-tailed)	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30
BL3	Pearson Correlation	.781**	.686**	1	.702**	.353	.866**
	Sig. (2-tailed)	.000	.000		.000	.056	.000
	N	30	30	30	30	30	30
BL4	Pearson Correlation	.709**	.647**	.702**	1	.403*	.846**
	Sig. (2-tailed)	.000	.000	.000		.027	.000
	N	30	30	30	30	30	30
BL5	Pearson Correlation	.426*	.577**	.353	.403*	1	.654**
	Sig. (2-tailed)	.019	.001	.056	.027		.000
	N	30	30	30	30	30	30
TotalBL	Pearson Correlation	.878**	.877**	.866**	.846**	.654**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

The following is the validity test result about brand satisfaction:

		Correlations					
		BS1	BS2	BS3	BS4	BS5	TotalBS
BS1	Pearson Correlation	1	.613**	.682**	.343	.604**	.840**
	Sig. (2-tailed)		.000	.000	.064	.000	.000
	N	30	30	30	30	30	30
BS2	Pearson Correlation	.613**	1	.483**	.435*	.492**	.782**
	Sig. (2-tailed)	.000		.007	.016	.006	.000
	N	30	30	30	30	30	30
BS3	Pearson Correlation	.682**	.483**	1	.392*	.645**	.839**
	Sig. (2-tailed)	.000	.007		.032	.000	.000
	N	30	30	30	30	30	30
BS4	Pearson Correlation	.343	.435*	.392*	1	.240	.598**
	Sig. (2-tailed)	.064	.016	.032		.201	.000
	N	30	30	30	30	30	30
BS5	Pearson Correlation	.604**	.492**	.645**	.240	1	.793**
	Sig. (2-tailed)	.000	.006	.000	.201		.000
	N	30	30	30	30	30	30
TotalBS	Pearson Correlation	.840**	.782**	.839**	.598**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

The following is the validity test result about after-sales service quality:

Correlations

		ASQ1	ASQ2	ASQ3	ASQ4	ASQ5	TotalASQ
ASQ1	Pearson Correlation	1	.709**	.574**	.734**	.741**	.906**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	30	30	30	30	30	30
ASQ2	Pearson Correlation	.709**	1	.391*	.546**	.539**	.741**
	Sig. (2-tailed)	.000		.033	.002	.002	.000
	N	30	30	30	30	30	30
ASQ3	Pearson Correlation	.574**	.391*	1	.566**	.414*	.723**
	Sig. (2-tailed)	.001	.033		.001	.023	.000
	N	30	30	30	30	30	30
ASQ4	Pearson Correlation	.734**	.546**	.566**	1	.892**	.906**
	Sig. (2-tailed)	.000	.002	.001		.000	.000
	N	30	30	30	30	30	30
ASQ5	Pearson Correlation	.741**	.539**	.414*	.892**	1	.869**
	Sig. (2-tailed)	.000	.002	.023	.000		.000
	N	30	30	30	30	30	30
TotalASQ	Pearson Correlation	.906**	.741**	.723**	.906**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

The following is the validity test result about repurchase intention:

Correlations

		RI1	RI2	RI3	RI4	RI5	TotalRI
RI1	Pearson Correlation	1	.595**	.490**	.396*	.413*	.756**
	Sig. (2-tailed)		.001	.006	.030	.023	.000
	N	30	30	30	30	30	30
RI2	Pearson Correlation	.595**	1	.596**	.592**	.422*	.855**
	Sig. (2-tailed)	.001		.001	.001	.020	.000
	N	30	30	30	30	30	30
RI3	Pearson Correlation	.490**	.596**	1	.623**	.459*	.803**
	Sig. (2-tailed)	.006	.001		.000	.011	.000
	N	30	30	30	30	30	30
RI4	Pearson Correlation	.396*	.592**	.623**	1	.309	.756**
	Sig. (2-tailed)	.030	.001	.000		.097	.000
	N	30	30	30	30	30	30
RI5	Pearson Correlation	.413*	.422*	.459*	.309	1	.672**
	Sig. (2-tailed)	.023	.020	.011	.097		.000
	N	30	30	30	30	30	30
TotalRI	Pearson Correlation	.756**	.855**	.803**	.756**	.672**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

(2) Reliability Test Results

The following are reliability test results about brand loyalty:

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.882	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	16.27	11.099	.810	.838
BL2	16.47	10.602	.798	.837
BL3	16.57	9.978	.764	.846
BL4	16.27	10.616	.744	.850
BL5	16.30	12.631	.494	.903

The following are reliability test results about brand satisfaction:

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.831	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BS1	16.30	8.424	.741	.768
BS2	16.40	8.524	.640	.794
BS3	16.47	7.982	.720	.770
BS4	16.27	10.133	.422	.848
BS5	16.43	8.116	.639	.796

The following are reliability test results about after-sales service quality:

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASQ1	16.87	10.464	.836	.832
ASQ2	16.63	13.344	.637	.881
ASQ3	16.73	12.202	.558	.901
ASQ4	16.73	10.892	.843	.832
ASQ5	16.63	11.068	.780	.847

The following are reliability test results about repurchase intention:

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RI1	16.60	8.110	.606	.790
RI2	16.77	6.668	.720	.757
RI3	16.67	8.437	.704	.771
RI4	16.47	8.120	.607	.790
RI5	16.70	8.631	.490	.822

Appendix 2 Questionnaire



Questionnaire - "Factors Affecting Indonesian Gen Z Consumers' Online Repurchase Intentions For Fast Fashion Brands"

Hello, everyone. My name is xinying xue. I am a management student from the batch of 2019 in President University. Currently, I'm conducting research about factors affecting Indonesian gen z consumers' online repurchase intentions for fast fashion brands in the Jabodetabek area during the covid-19 pandemic. The purpose of this study is to explore factors that affect the repurchase willingness of Indonesian generation Z online consumers and help Zara stimulate repurchase, further alleviating excess inventory problem at a relatively low cost. This research is used to help Zara further learn about the thoughts of Indonesian gen z consumers who lived in Jabodetabek area. I'm inviting you to take part by filling this questionnaire. It might take 5 minutes of your time. Thank you very much!

 xin.xue@student.president.ac.id (not shared) [Switch account](#) 

* Required

Respondent Profile

Name *

Your answer

1. Gender: *

- Male
- Female

2. Occupation: *

- Entrepreneur
- Others
- Employee
- Student

3. Income per month:

- <Rp 2.000.000
- Rp 2.000.000 - Rp 4.000.000
- Rp 4.000.000 -Rp 6.000.000
- Rp 6.000.000 - Rp 8.000.000
- > Rp. 8.000.000

4. Frequency of online shopping within a month: *

- < 2 times
- 2-5 times
- >5 times

Next Page 1 of 7 Clear form

Screening Questions

1. Are you a member of gen z in the Jabodetabek area? *

- Yes
- No


2. Have you recently shopped online for the products or services of fast fashion brands? *

- Yes
- No

Back Next Page 2 of 7 Clear form

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Questions

Scale

1: Strongly Disagree

2: Disagree

3: Neutral

4: Agree

5: Strongly Agree

Brand Loyalty

1. I have a preference for one or more fast fashion brands. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. When shopping online, I have a high level of loyalty to my preferred brands. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. My preference for a certain fast fashion brand has grown in tandem with my brand loyalty. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I often buy products and services from one or more fast fashion brands online. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I have high loyalty to fast fashion brands with high purchase frequency. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Brand Satisfaction

6. When shopping online, I will be satisfied with fast fashion brands with convenient logistics. *

1 2 3 4 5

Strongly Disagree Strongly Agree

7. When shopping online, I will be satisfied with fast fashion brands with easy payment methods. *

1 2 3 4 5

Strongly Disagree Strongly Agree

8. When shopping online, I will be satisfied with fast fashion brands with high-quality products. *

1 2 3 4 5

Strongly Disagree Strongly Agree

9. When shopping online, I will be satisfied with fast fashion brands with high service quality. *

1 2 3 4 5

Strongly Disagree Strongly Agree

10. When shopping online, I will be satisfied with fast fashion brands that have a safe buying environment. *

1 2 3 4 5

Strongly Disagree Strongly Agree

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After-sales Service Quality

11. For online shopping, I think it is necessary for fast fashion brands to have the reliable ability to implement after-sales service commitments. *

1 2 3 4 5

Strongly Disagree Strongly Agree

12. For online shopping, I think it is necessary for fast fashion brands to have employees who specialize in after-sales service. *

1 2 3 4 5

Strongly Disagree Strongly Agree

13. For online shopping, I think it is necessary for fast fashion brands to have the perfect equipment for after-sales service. *

1 2 3 4 5

Strongly Disagree Strongly Agree

14. For online shopping, customer service who responds patiently and quickly is very important to me. *

1 2 3 4 5

Strongly Disagree Strongly Agree

15. For online shopping, I think the simplicity of the after-sales service process of fast fashion brands is more attractive. *

1 2 3 4 5

Strongly Disagree Strongly Agree

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Repurchase Intention

16. I am willing to repurchase fast fashion brand products and services online. *

1 2 3 4 5

Strongly Disagree Strongly Agree

17. I am willing to repurchase fast fashion brands with high brand loyalty online. *

1 2 3 4 5

Strongly Disagree Strongly Agree

18. I am willing to repurchase fast fashion brands with high brand satisfaction online. *

1 2 3 4 5

Strongly Disagree Strongly Agree

19. I am willing to repurchase fast fashion brands with high after-sales service quality online. *

1 2 3 4 5

Strongly Disagree Strongly Agree

20. When fast fashion brands meet high brand loyalty, high brand satisfaction, and high after-sales service quality at the same time, I will plan to repurchase in the future. *

1 2 3 4 5

Strongly Disagree Strongly Agree

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Thank you for taking the time to participate in the research on "Factors Affecting Indonesian Gen Z Consumers' Online Repurchase Intentions For Fast Fashion Brands".

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Submit

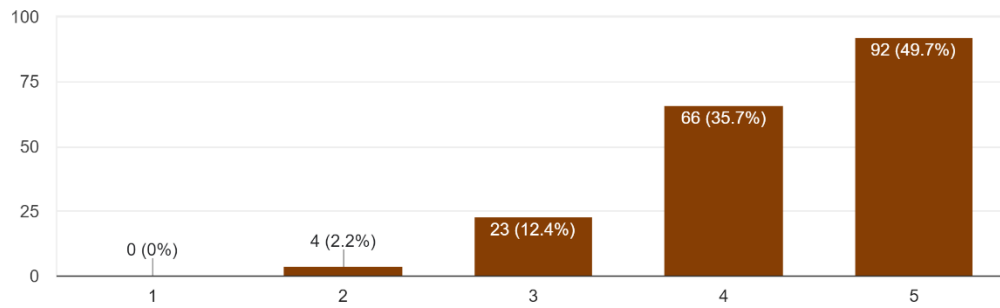
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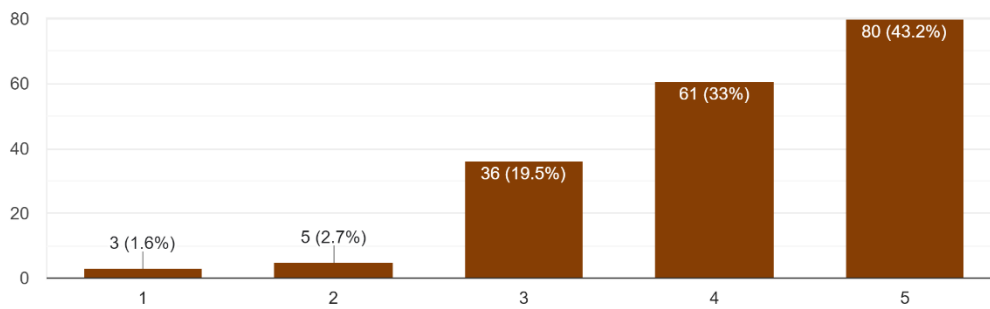
1. I have a preference for one or more fast fashion brands.

185 responses



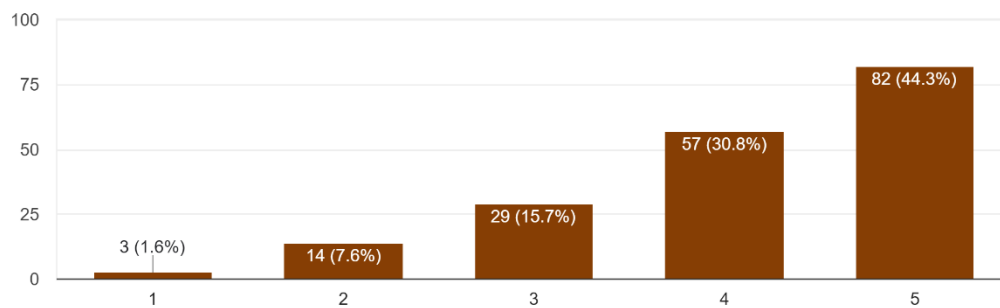
2. When shopping online, I have a high level of loyalty to my preferred brands.

185 responses



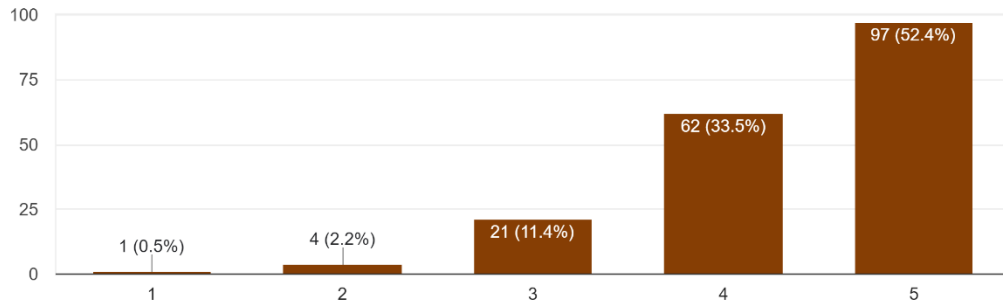
3. My preference for a certain fast fashion brand has grown in tandem with my brand loyalty.

185 responses



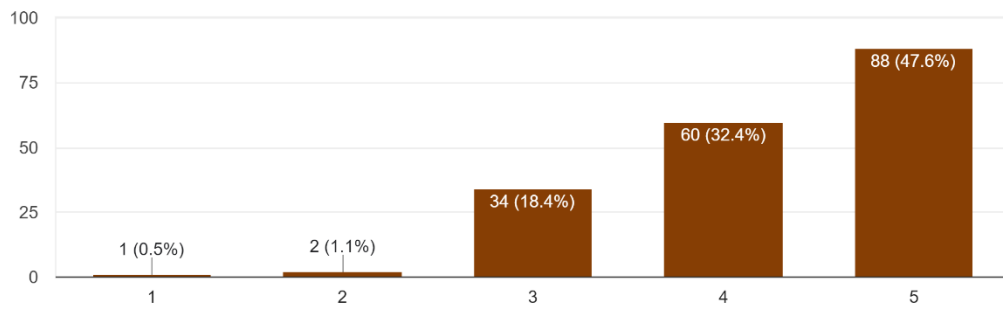
4. I often buy products and services from one or more fast fashion brands online.

185 responses



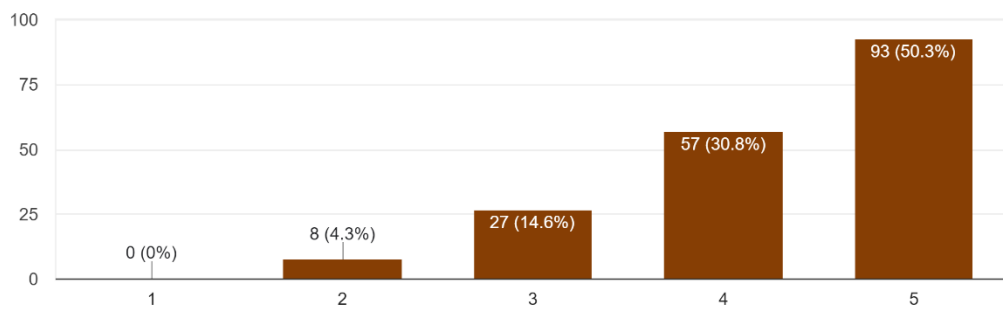
5. I have high loyalty to fast fashion brands with high purchase frequency.

185 responses



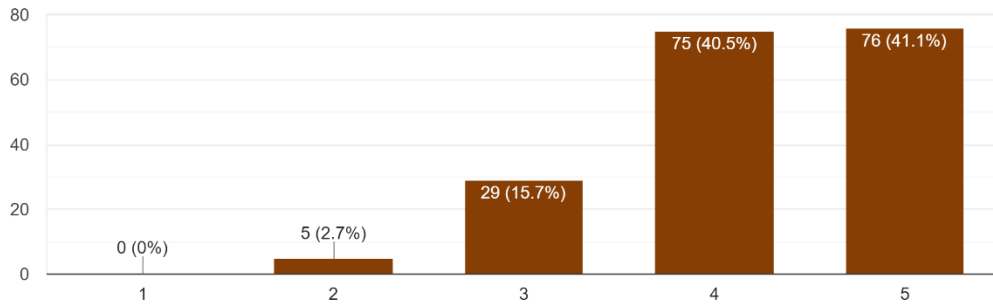
6. When shopping online, I will be satisfied with fast fashion brands with convenient logistics.

185 responses



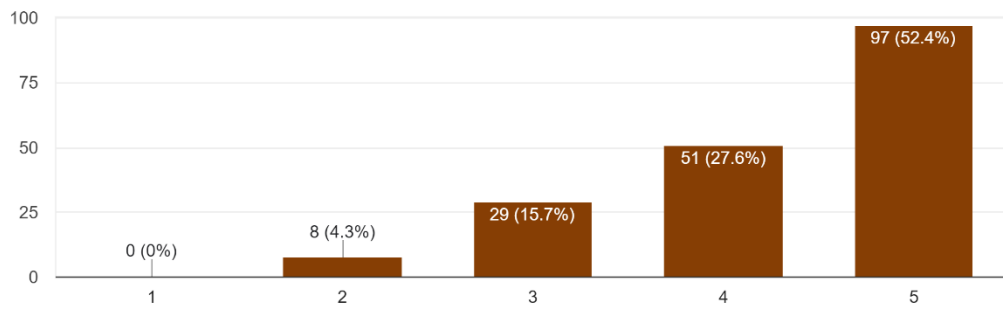
7. When shopping online, I will be satisfied with fast fashion brands with easy payment methods.

185 responses



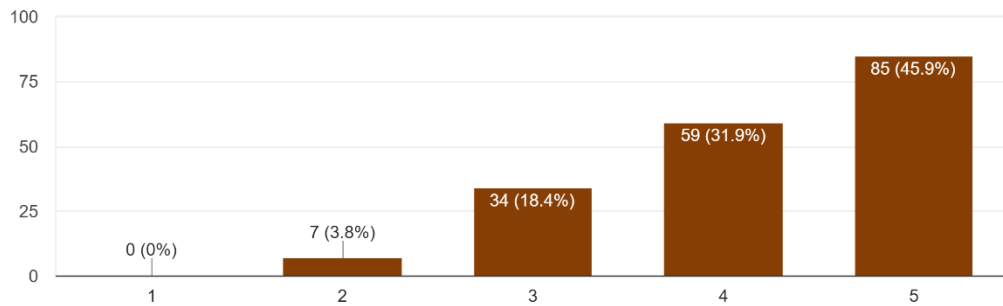
8. When shopping online, I will be satisfied with fast fashion brands with high-quality products.

185 responses



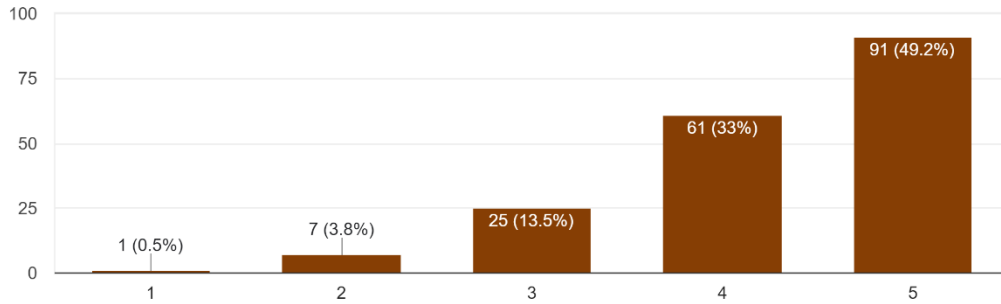
9. When shopping online, I will be satisfied with fast fashion brands with high service quality.

185 responses



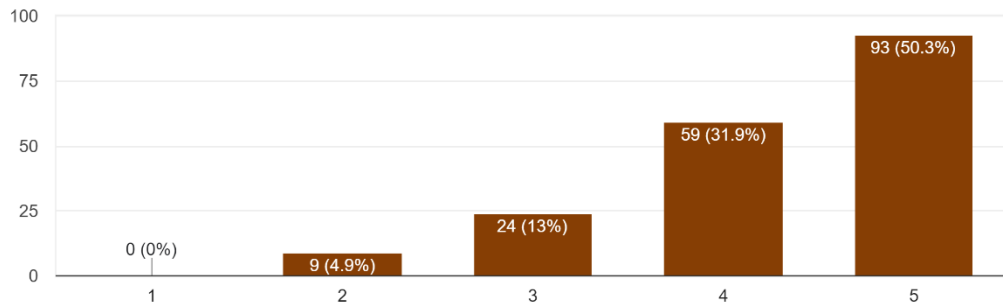
10. When shopping online, I will be satisfied with fast fashion brands that have a safe buying environment.

185 responses



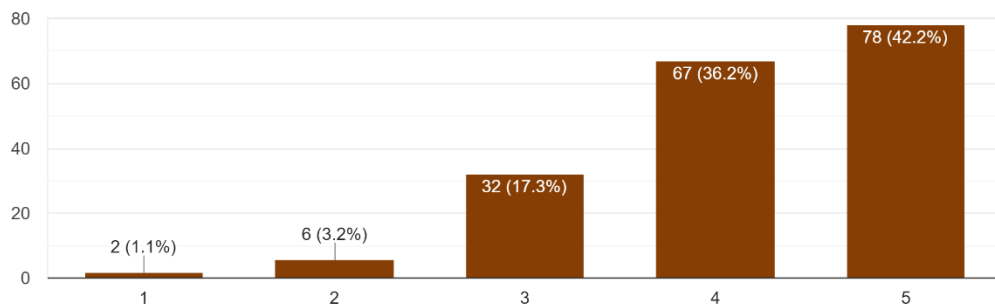
11. For online shopping, I think it is necessary for fast fashion brands to have the reliable ability to implement after-sales service commitments.

185 responses



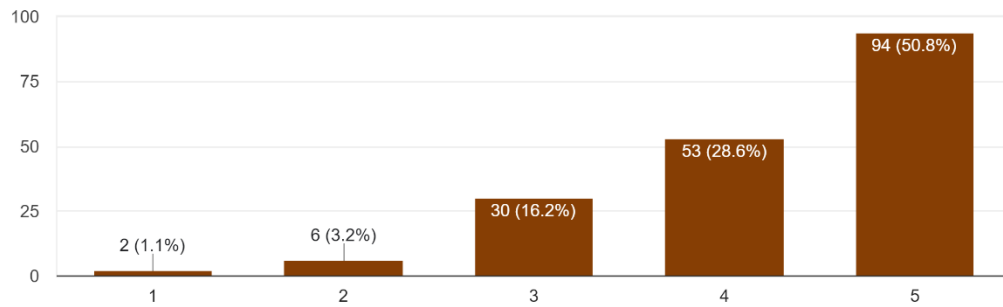
12. For online shopping, I think it is necessary for fast fashion brands to have employees who specialize in after-sales service.

185 responses



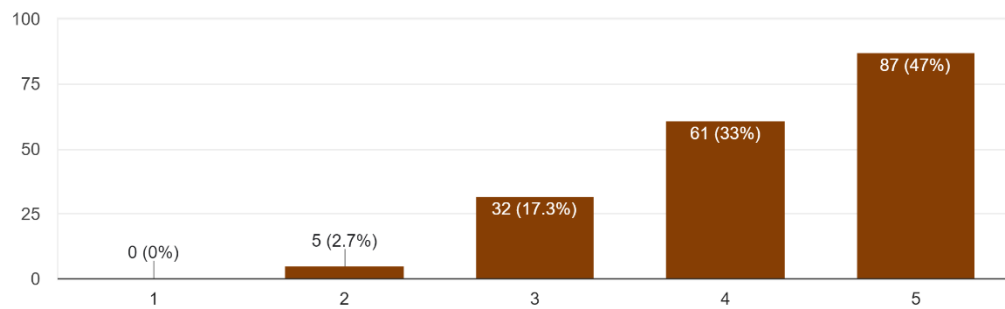
13. For online shopping, I think it is necessary for fast fashion brands to have the perfect equipment for after-sales service.

185 responses



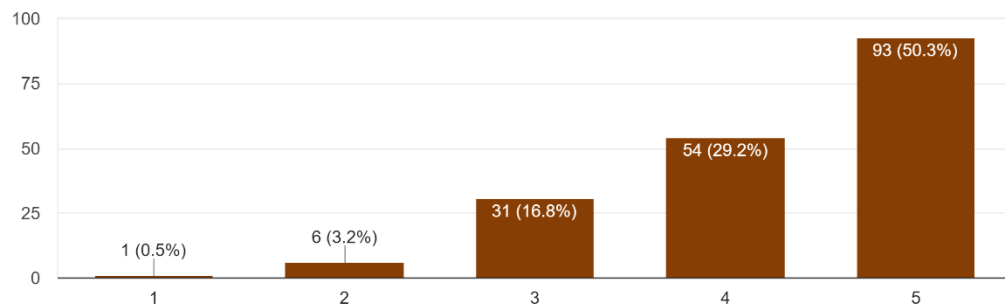
14. For online shopping, customer service who responds patiently and quickly is very important to me.

185 responses



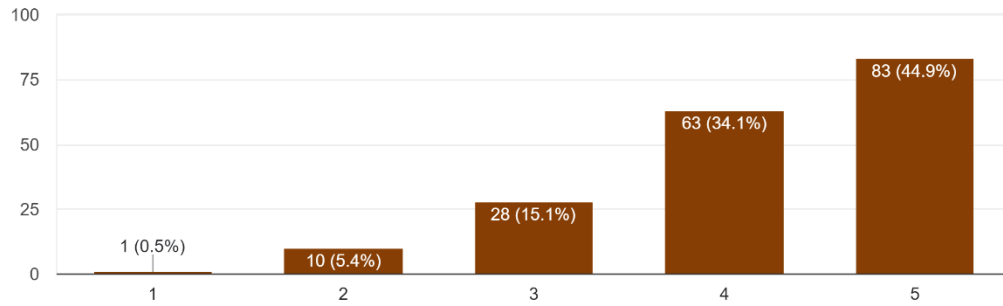
15. For online shopping, I think the simplicity of the after-sales service process of fast fashion brands is more attractive.

185 responses



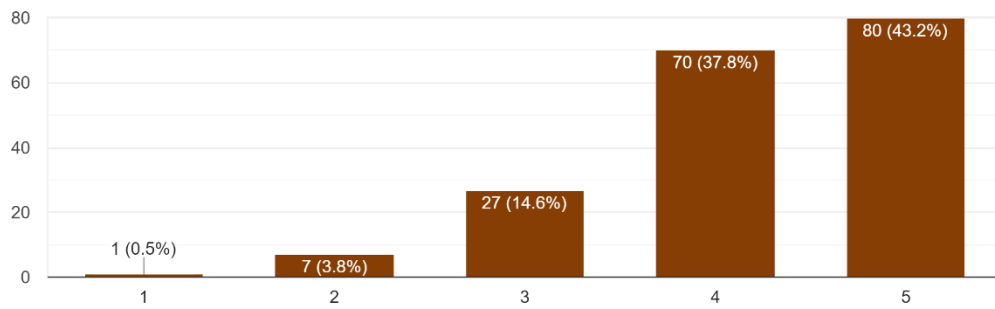
16. I am willing to repurchase fast fashion brand products and services online.

185 responses



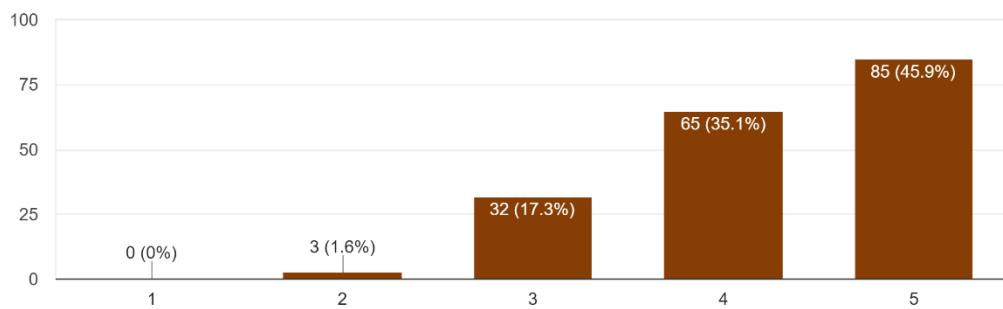
17. I am willing to repurchase fast fashion brands with high brand loyalty online.

185 responses



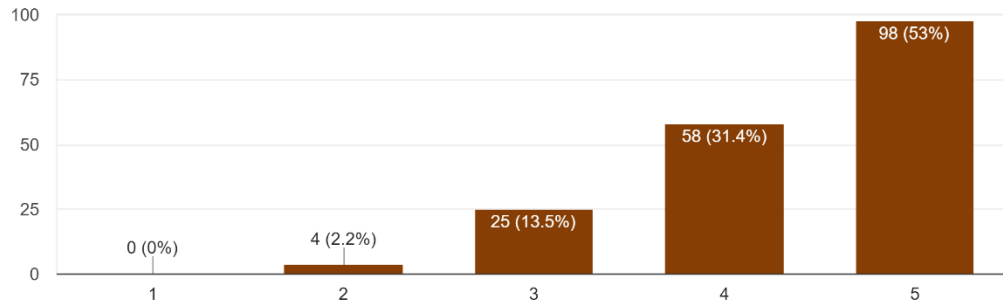
18. I am willing to repurchase fast fashion brands with high brand satisfaction online.

185 responses



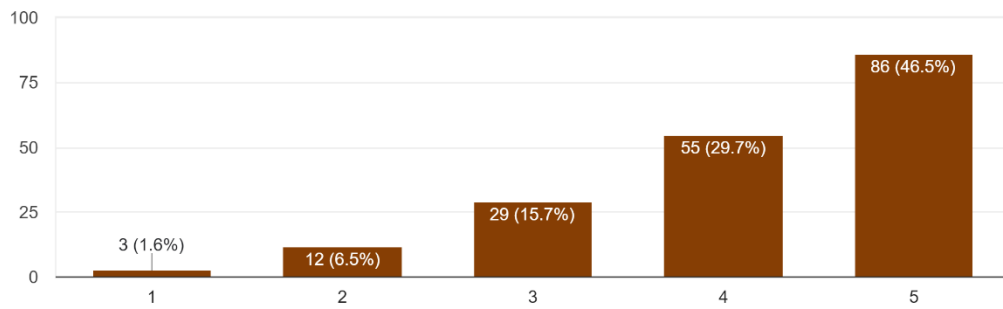
19. I am willing to repurchase fast fashion brands with high after-sales service quality online.

185 responses



20. When fast fashion brands meet high brand loyalty, high brand satisfaction, and high after-sales service quality at the same time, I will plan to repurchase in the future.

185 responses



Appendix 3 Response Data

B L 1	B L 2	B L 3	B L 4	B L 5	To tal BL / X1	B S 1	B S 2	B S 3	B S 4	B S 5	To tal B S/ X2	AS Q1	AS Q2	AS Q3	AS Q4	AS Q5	To tal A S Q / X3	R 11	R 12	R 13	R 14	R 15	To tal RI /Y
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